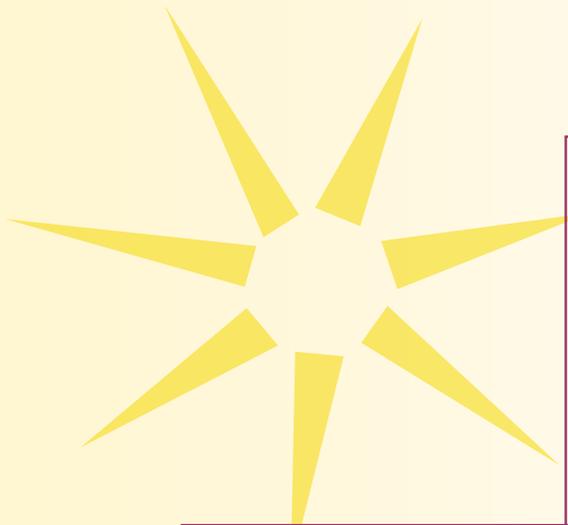
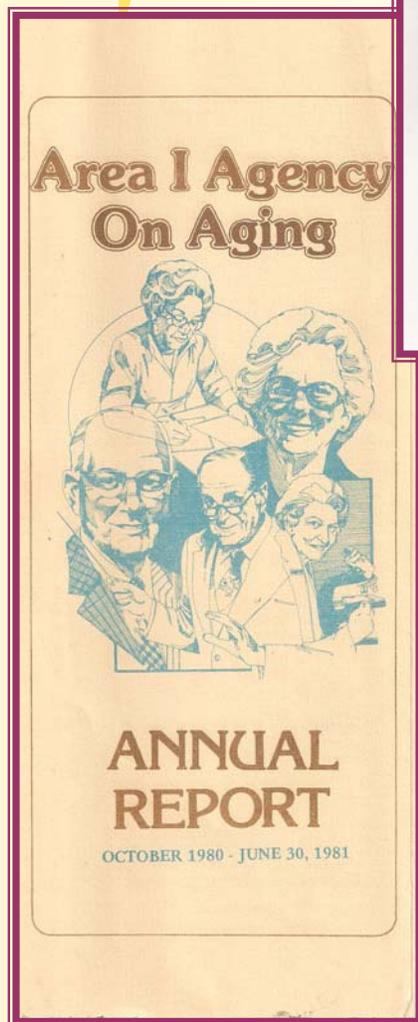


# Area 1 Agency on Aging

2009-2010 Annual Report



Jacob Czerwieniec



*Reflecting on the Past,  
Preparing for the Future*

Area Agency on Aging  
1998-99  
Annual Report

*Celebrating 30 Years of Service*

~ Promoting Independence for a Lifetime ~

# 30 Years of Service

Thirty years ago, authorized and mandated by the 1965 Older Americans Act and the 1980 Older Californians Act, the Area 1 Agency on Aging was created. In October of this year, the Agency celebrated this milestone anniversary, our 30<sup>th</sup> birthday.

This year, as economic and funding challenges increased, North Coast seniors had fewer resources to assist and support them. Linkages case management program, Brown Bag commodity food program, respite opportunities for caregivers, support for the Alzheimer's Day Care Resource Center – these and other vital state-funded programs were eliminated or severely limited. And this year, increasing numbers of seniors experienced increasing need for support—support that was provided by fewer resources of all kinds: programs, opportunities, staff.



*Joan Rainwater-Gish  
President, Board of Directors  
Cindy Denbo  
Executive Director*

Despite these challenges the Agency has continued to provide an array of services for seniors and launched several innovative programs to address continuing and expanding need.

The Agency inaugurated its Symposium for Public Action to support seniors in their efforts to effectively communicate with decision-makers. A pilot program in the Eel River Valley that provides volunteer drivers and transportation for people needing to travel to medical appointments shows great promise. Our caregiver program expanded the availability of its training programs and graduated record numbers of caregivers this year. HICAP assisted over 1,300 Medicare beneficiaries in the 2009 open enrollment period and extended its successful outreach efforts. The Agency launched a new website and Facebook presence and expanded its informational reach through television, radio and print media.

As we work to answer the hard questions and meet the growing challenges that inevitably accompany increasing need and decreasing resources, we take pride in these accomplishments even as we plan for the questions and challenges of the future.

The critical concerns of the seniors we will serve in the next 30 years are likely to be similar to those of today's seniors.

Concerns about the ordinary rhythms of living: How to handle household chores when strength and balance are unreliable...How to avoid trips and falls that can be so damaging to fragile bodies...How to have enough money to pay the bills...How to find transportation to the dentist and market...How to find information when the complexities of technology—computer, Internet, fax, wi-fi, Bluetooth, phone tree—make connections dauntingly complex...How to manage loneliness and isolation.



*Area 1 Agency on Aging Board of Directors:  
(Front row) Sharon Mellett, Judy Bennett,  
Nyle Henderson.  
(Middle row) Karen Suiker, Joan Rainwater-Gish.  
(Back row) Sharon Hunter, Steve Beckman,  
Dianne Bennett, Jim Pedrotti, Scott Sattler.  
Not Pictured: George Ingraham, Victoria Onstine,  
Doris Whalen.*

And the enduring concern of those growing old: How to ensure that adequate health care will be available when needed.

As we prepare for our next decade of service, we sincerely thank the many members of our Boards of Directors and Advisory Councils, dozens of community leaders who chaired these bodies, founding Executive Director Patty Berg and staff, our sister organizations, and the business, community, county and city leaders who, for over 30 years, have shared our commitment to provide support to the most vulnerable of seniors. We salute their vision, creativity, leadership and compassion.

An African proverb reminds us that “when the music changes, so does the dance.” The music has changed since 1980 yet the melody remains the same. Today's seniors and tomorrow's—and the people and organizations that assist them—are dancing as fast as they can.

*Joan Rainwater-Gish  
Cindy Denbo*

## 30 Years of Growth

- ★ 1980  
3,184 seniors lived in Del Norte County (17% of the population)  
11,303 seniors lived in Humboldt County (10.2% of the population)
- ★ 1990  
4,023 seniors lived in Del Norte County (17% of the population)  
14,631 seniors lived in Humboldt County (12% of the population)
- ★ 2000  
4,574 seniors lived in Del Norte County (17% of the population)  
15,804 seniors lived in Humboldt County (13% of the population)
- ★ 2010  
5,776 seniors live in Del Norte County (18% of the population)  
26,209 seniors live in Humboldt County (over 18% of the population)
- ★ Senior population growth is expected to increase 77% by 2020 in Del Norte County resulting in a senior population of 8,107. The number of Humboldt County seniors is expected to double by 2040.



Area I Agency on Aging Advisory Council:  
(Front row) Marianne Pennekamp,  
Chris Jones, Nancy Wilson.  
(Back row) Howard Rien, Lisa Naef,  
Jackie Glenn, Supervisor Clif Clendenen,  
Marge Custis, Bonnie MacGregor.  
Not Pictured: Sharon Allen, Lupe Barrett,  
John Ennis, Supervisor Mike Sullivan.

*"You are never strong enough  
that you don't need help."*

*Cesar Chavez*

## Our Programs and Services

### Program and Service Planning and Contract Management

The Area I Agency on Aging administers over one million dollars of federal, state, county, city and local funding for senior services mandated and authorized by the Older Americans Act and the Older Californians Act. Through contracts with local service providers, the Agency is responsible for appropriate allocation of these funds based on needs assessments, management of requests for proposals, monitoring of program compliance with federal and state regulations, and progress reporting to the California Department of Aging.

Contracted services include: senior lunch sites (congregate meals) and home-delivered meals provided by Del Norte Senior Center, Humboldt Senior Resource Center, K'ima:W Medical Center and Healy Senior Center; Ombudsman, Elder Abuse Prevention Activities and Adult Day Health Care Scholarships provided by Humboldt Senior Resource Center; and Senior Legal Services provided by Legal Services of Northern California.



# Senior Information & Assistance Program

The Senior Information & Assistance program provides access to thousands of resources, services, and programs to Del Norte and Humboldt counties' residents who are 60 years of age and older. Professional Resource Specialists help seniors, their family members, and caregivers get the assistance they need. Clients are served in our offices, senior centers, senior residences, or in their homes.

## I&A Accomplishments

- ★ Handled over 2,000 requests for information and assistance in Del Norte and Humboldt counties
- ★ Offered extended services in Fortuna area
- ★ Published and distributed 10,000 copies of Senior Information Directory



*"Help, I need somebody,  
Help, not just anybody,  
Help, you know I need someone, help."*

*Beatles*



## Caregiver Services Program

Providing care for a family member or friend can be rewarding and challenging. Determining how to handle the care of a loved one can be overwhelming. In partnership with the Humboldt County Public Authority, the Caregiver Services Program helps make the experience a more positive one while teaching how to cope with the stress that can accompany caregiving. New information can help caregivers manage ongoing changes. Experienced, knowledgeable staff members are available to answer questions and provide connection to a wide range of useful resources, including an up-to-date Caregiver Registry for Humboldt County's In-Home Support Services (IHSS) recipients.

## Caregiver Services Accomplishments

- ★ Conducted five 33-hour training sessions for in-home caregivers, graduating nearly 100 in-home care providers
- ★ Provided over 1,100 Caregiver Registry lists to caregivers and care recipients
- ★ Responded to more than 6,000 requests for caregiver and in-home care information and referrals

*"There are two ways of spreading light, to be the candle or the mirror that reflects it."*

*Edith Wharton*

# Volunteer Center of the Redwoods & RSVP

A pioneer organization in the field of volunteerism, the Volunteer Center of the Redwoods (VCOR) & RSVP connect people, nonprofit organizations and businesses with resources that support local communities by working to provide hundreds of opportunities for volunteers of all ages. VCOR & RSVP offer a wide range of resources, consulting and training services, and a strong network of support for organizations in Del Norte and Humboldt counties.

The Volunteer Center of the Redwood's mission is to increase community involvement in ways that benefit all participants -- volunteers, agencies and recipients of service.

*"We make a living by what we do, but we make a life by what we give." Winston Churchill*

## Volunteer Center of the Redwoods & RSVP Accomplishments

- ★ RSVP members contributed more than 120,000 hours of service
- ★ Recruitment and support for more than 2,300 volunteers of all ages
- ★ Over \$3,000,000 worth of RSVP volunteer service contributed to Del Norte and Humboldt communities



## Nutrition & Wellness Programs



AIAA provided \$650,658 for Title III Elderly Nutrition Programs in Del Norte and Humboldt counties. In FY 2009-2010 59,200 congregate meals were served, 81,820 home-delivered meals were provided and 250 sets of Senior Farmers' Market coupons were given to low-income seniors.

AIAA funded food safety manager training for food service workers. Ninety-two percent of them became certified food safety managers.



Nineteen new STRONG (Strength Training Resources for Osteoporosis, North Coast Group) instructors were trained to provide exercise, strength and balance classes. A new STRONG exercise program was launched at Southern Trinity Health Services and a new class for frail elders was inaugurated at the Del Norte Senior Center.

# Health Insurance Counseling and Advocacy Program

The Health Insurance Counseling and Advocacy Program (HICAP) helps Medicare beneficiaries make informed health care decisions. There are over 27,000 Medicare recipients in Del Norte and Humboldt counties. Assistance is provided in free counseling sessions and through workshops and presentations.

HICAP Counselors are trained and registered under the guidance of the California Department of Aging. Counseling services cover a wide variety of Medicare issues: understanding Medicare (for people who are new to Medicare), choosing supplemental insurance coverage, screening for extra help programs that help pay for Medicare coverage, assistance with billing or enrollment problems, long-term care insurance questions, and comparing and choosing Medicare Prescription Drug Plans.

The HICAP program is staffed by professional and volunteer counselors who are committed to provide current information about Medicare and other insurance programs.

## HICAP Accomplishments

- ★ Provided 3,000 hours of counseling and assistance to Medicare beneficiaries
- ★ Conducted 86 public presentations to provide information to 2,447 residents of Del Norte and Humboldt counties
- ★ 3,317 Medicare beneficiaries were assisted through counseling and telephone contacts
- ★ Dollar value of savings to beneficiaries: \$953,141

“You people are life savers! You have helped me so much and saved me so much money, especially on the Prescription Drug Plans. I tell everyone about your services.”

*HICAP Client*



“Thank you for explaining what my choices are with Medicare. It's so complicated, I wouldn't have known what to do on my own.”

*HICAP Client*



# Financial Management

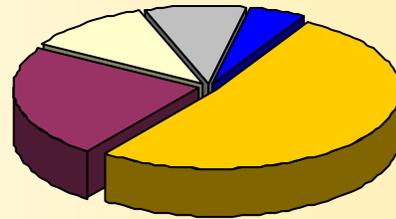
The Area I Agency on Aging is a 501(c)(3) organization responsible for the stewardship of public and private funds. The Agency receives federal, state, county and city dollars to fund its work. Grants and contributions are received from foundations, private donors, fundraising efforts, membership fees and school districts. The Agency also benefits from rental income from its ownership of its 434 7th Street building.

During fiscal year 2009-2010, the Area I Agency on Aging administered \$2.1 million in operating revenues. Eighty-five percent of the agency's total expenditures were used to fund vital services that help seniors remain independent and that support volunteer recruitment and management.

## 2009-2010 Operating Revenues

**\$2,117,969**

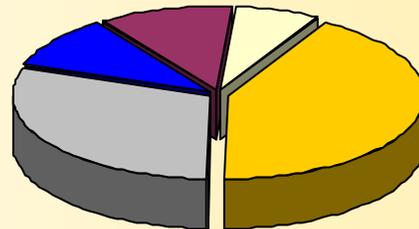
Federal Funds	52%	
State Funds	23%	
Support from Counties & Cities	11%	
Grants, Contracts & Contributions	9%	
Facility Revenues	5%	



## 2009-2010 Operating Expenditures

**\$2,175,992**

Senior Support Programs	42%	
Senior Nutrition Programs	30%	
Volunteer Programs	10%	
Administration & Fundraising	11%	
Real Estate Management	7%	



## Statement of Financial Position

	<u>As of 6/30/10</u>	<u>As of 6/30/09</u>
<b>Assets</b>		
Cash & Cash Equivalents	\$233,147	236,779
Investments	208,186	321,817
Property & Equipment	1,244,090	1,272,107
Other Assets	<u>220,319</u>	<u>189,173</u>
<b>Total Assets</b>	<b><u>\$1,905,742</u></b>	<b><u>\$2,019,876</u></b>
<b>Liabilities</b>	\$136,044	\$175,465
<b>Net Assets</b>		
Unrestricted	1,699,949	1,765,471
Temporarily Restricted	<u>69,749</u>	<u>78,940</u>
<b>Total Net Assets</b>	<b><u>\$1,769,698</u></b>	<b><u>\$1,844,411</u></b>
<b>Liabilities and Net Assets</b>	<b><u>\$1,905,742</u></b>	<b><u>\$2,019,876</u></b>

## Our Mission:

To provide leadership and guidance in supporting an older person's ability to lead a dignified, safe, healthy and independent life; and provide leadership and resources to support volunteers as they make positive changes in our community.



### Area 1 Agency on Aging Staff

Front row: Laura Rhinehart, Robert Nelson, Christina Fritschi

Middle row: Gretchen Stadler, Martha Johnson, Rachel Turner, Marlane Florencio, Debby Krzesni

Back row: Suzy Smith, Cindy Denbo, Mary Jo Gonzalez, Elaine David, Suzi Hendry, Jennifer Gutkosky, Vicki Okey, Todd Metcalf

Not pictured: Sean Ennis, Mary Ann Hale, Maren Rose, Kathy Horgan, Teresa Christian, Jeanie Hudson, Julie Symons, Bonnie Sullivan Finley, Carol Harrison, Julie Van Devere

### Special Projects and Collaborative Programs:

Senior Farmers Market Vouchers • Better Balance Classes for Balance and Mobility • Del Norte Community Health Fair • Minor Home Modification • Senior Information Directory • Rx Check Up Booklets • Community Collaboration on Medicare Part D • Volunteer Managers Brown Bag Forums • Day of Caring • Exercise is Medicine Prescription Pad • FCC Partnership for DTV Transition • Public Action Symposium • Older Americans Month Exercise Program • Senior Film Series

# Contact Us

**Area 1 Agency on Aging**  
**434 7th Street**  
**Eureka, CA 95501**  
(707) 442-3763  
Fax: (707) 442-3714

★  
Del Norte  
**550 East Washington Blvd., Suite 200**  
**Crescent City, CA 95531**  
(707) 464-7876  
Fax: (707) 464-7877

★  
a1aa@a1aa.org  
www.a1aa.org

★  
Senior Information & Assistance Program  
434 7th Street, Eureka  
Humboldt: (707) 442-9591  
Del Norte: (707) 464-7876  
Toll Free: 1-800-408-4636  
infodirector@a1aa.org

★  
Caregiver Services Program  
434 7th Street, Eureka  
Humboldt: (707) 443-4363  
Toll Free: 1-877-977-1604  
caregiver@a1aa.org

★  
Health Insurance Counseling  
& Advocacy Program (HICAP)  
434 7th Street, Eureka  
Humboldt: (707) 444-3000  
Del Norte: (707) 464-7876  
Toll Free: 1-800-434-0222  
hicap@a1aa.org

★  
Volunteer Center of the  
Redwoods & RSVP  
434 7th Street, Eureka  
Humboldt: (707) 442-3711  
Del Norte: (707) 464-7876  
vcor@a1aa.org

★  
Project for Senior Action (PSA)  
434 7th Street, Eureka  
(707) 441-0449  
psa@a1aa.org