

# SENIORSERV™

Securing Home, Health & Heart



2013  
Annual  
Report

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## Board Officers

Chairman	Jon Hill, CPA	Director, Experis
Vice Chairman	Lynn Daucher	Past Director, California Department of Aging
Secretary	Earle Zucht	Sales & Marketing, SAP
Treasurer	Dev Ghose	Former EVP & CFO of healthcare company

## Board Members

Mark Austin	Partner, Rutan & Tucker
Michael Baldwin	Principal, Kitchen Professionals
Kenneth E. Bell, M.D.	CEO, Dr. Ken Bell & Associates
Dan Chambers	Attorney, Chambers Law Firm, P.C.
David Copley	Partner, Ernst & Young
Judy Duffy	Chair, Program Advisory Committee
James Evans	City Manager (retired)
Don Lewis	CFO, Jaya Apparel Group, LLC
Monica Mehren, M.D.	Southern California Permanente Medical Group
Mark Miller, M.D.	Cardiologist, Anaheim Regional Medical Center
Larry Schultz	Partner, Hein & Associates
Marcia Willett	President, MW & Associates

## Senior Management Staff

Holly Hagler	CEO
Phil Beukema	VP Development & Communications
Gio Corzo	VP Home & Care Services
Jack McElvein	VP Food Services & Sales
Jane Roth	VP Finance
Alex Alcantar	Controller
Susan Papiri	Senior Director Community Relations
Janeth Velazquez	Senior Director Social Services
Shannon Buhmaster	Director of Outreach
Robin Clifford	Director of Human Resources
Charmaine O'Neill	Director of Food Services
Theresa Powell	Director Volunteer Services

**Welcome to our 2013 Annual Report and thank you for your generous support throughout the past year.**

In 1964, Bob Dylan wrote a song titled *The Times They are a-Changin'*. That song could be the anthem for non-profit organizations like SeniorServ who provide programs and services for at-risk, low-income seniors who live in our communities. These are tumultuous times. Government support is dwindling. The older adult population is exploding. We can no longer continue to do things like we used to and expect to be successful.

We are confident that SeniorServ will survive and thrive in these challenging times. We have an entrepreneurial spirit and are constantly seeking new low-cost, high-result opportunities. For example, this year we launched a Care Transitions Program with four area hospitals. It is funded in part by the Center for Medicare & Medicaid Services and the goal is to reduce hospital readmissions for frail, high risk older adults. This program is in our mission sweet spot: helping older adults maintain their health and independence.

We also continue to expand our social enterprise business, producing bulk food and unitized meals for both non-profit and for-profit partners. We are fortunate to have a 22,000 square foot commercial kitchen with state-of-the-art equipment and a talented and dedicated kitchen staff. Revenue generated by our social enterprise business helps cover overhead and support our programs and services.

On the following pages you will see stories about our impact as we care for those who cared for us. We highlight our Veterans, but we also recognize and appreciate the contributions ALL our clients have made during their lives, whether it is in their past careers, while caring for others... or both! We are honored to provide nutrition and caring supportive services needed for older adults from all walks of life to help them live independently and with dignity in the homes they love. Thank you again for being a partner with in stopping the pain of hunger, isolation and depression of seniors in need.



Jon Hill  
Board Chair



Holly Hagler  
President & CEO

## Veterans Benefit from Adult Day Health Care Services

SeniorServ contracts with the Veterans Administration to provide Adult Day Health Care services to area veterans. These services help keep veterans out of nursing homes and provide important respite care for family caregivers. SeniorServ's Anaheim Adult Day Health Care center currently has 17 veterans enrolled; one of them is Bob Weiss.

Bob served in the Air Force during World War II. He was a mechanic and crew chief that maintained B-24 Bombers. Bob was stationed in England, where he met his wife of 67 years. Following nine years of military service, he came home and began a long and successful career with Chevron.

Bob has been attending the Adult Day Health Care center for 8 months after he was diagnosed with a cognitive disorder and memory impairment. He enjoys using the computer lab to play chess on-line. "Bob has been a tremendous help to other participants at the center," said Dawn Durham, medical social worker. "He befriended another veteran participant and got him to open up. They have a special relationship now."

Bob's wife Daphne recently commented, "The services Bob receives have been great. It's just been a huge help to be able to have him attend the center."

Center participants receive medical/nursing monitoring, physical and occupational therapy, social services, nutritional services, activities and transportation. For more information on Adult Day Health Care services please call (714) 220-2114.

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"The services Bob receives have been great. It's just been a huge help to be able to have him attend the center."

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## Proud To Serve

Each of SeniorServ's 850 Meals on Wheels recipients has their own unique life story, often exemplified by distinguished and honorable careers. Mervin Leslie Taylor, Lieutenant Colonel USMC (ret) is one of those.

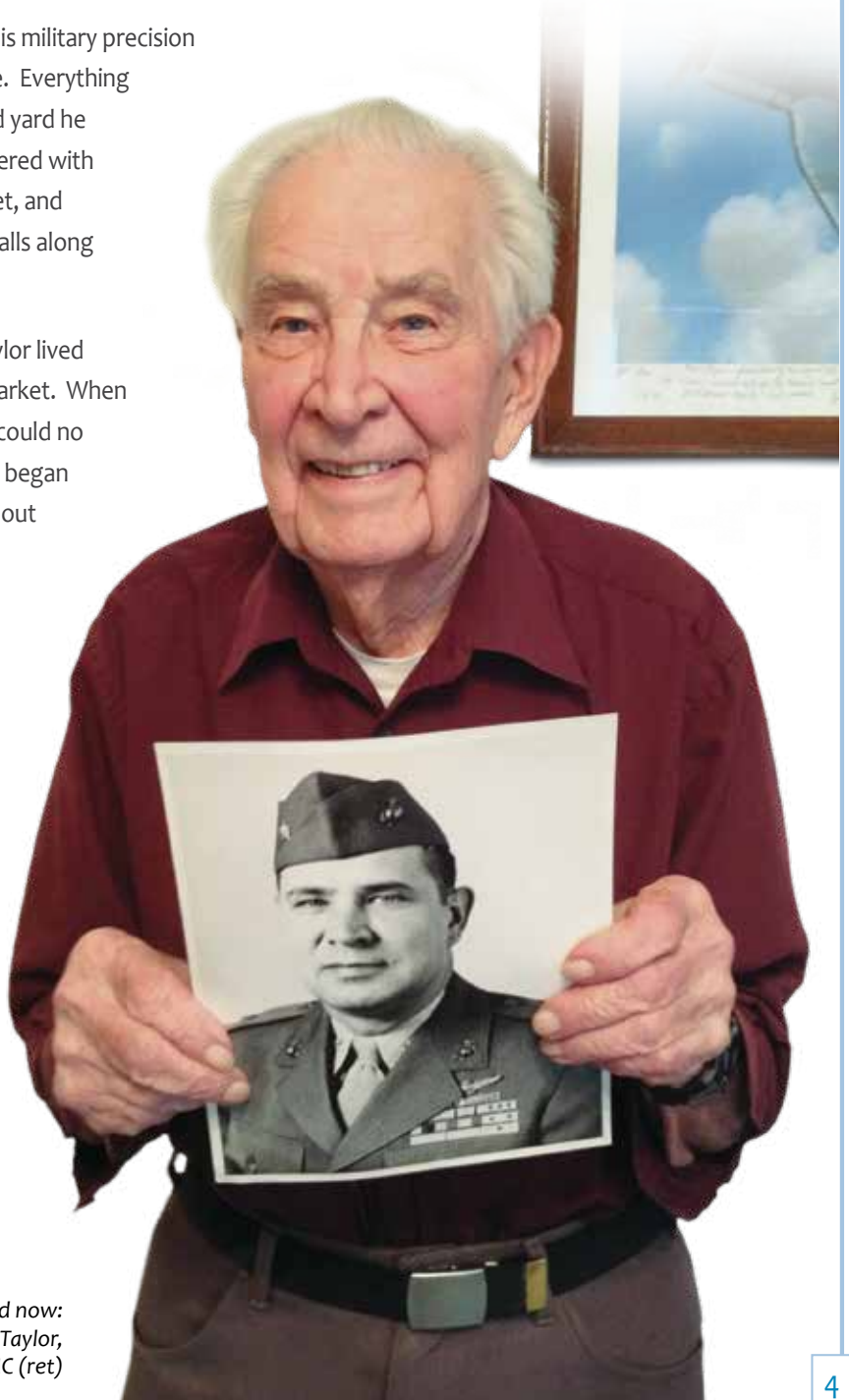
Lt. Col. Taylor served 21 years of active service with the Marine Corps. He received his Wings of Gold as a military aviator in 1942 and served in both WWII and the Korean War, flying over 100 missions. He enjoys telling his story and has chronicled every event in detail. He keeps photos and a detailed timeline of his military missions, transfers and advancements in a shallow box that he shares with guests. While telling his story, the 95 year old doesn't need to refer to his written timeline. With a dignified posture, he proudly recites each date and milestone from memory, without hesitation or pause.

The Lt Col. may be retired, but evidence of his military precision is still evident throughout his very tidy home. Everything is in its proper place including the manicured yard he proudly cares for himself. His uniforms, covered with plastic, hang at attention in a bedroom closet, and military certificates and awards adorn the walls along with a photo of a Corsair WWII airplane.

After his wife of 60 years passed, Lt. Col. Taylor lived on frozen dinners purchased at the super market. When he stopped driving just over a year ago and could no longer get to the store to purchase food, he began receiving Meals on Wheels. "I'd be lost without Meals on Wheels," said Lt Col. Taylor.

**It is SeniorServ's distinct honor and pleasure to serve all our clients. Here's a special salute to Mervin Leslie Taylor, Lieutenant Colonel USMC (ret) for his service to our country and for the honor of serving HIM in the way we know best.**

*Then and now:  
Mervin Leslie Taylor,  
Lieutenant Colonel USMC (ret)*



# The Power of Love

Ron Faulkner, First Sergeant USAF (ret) and volunteer Meals on Wheels driver has lived a life of service.

Ron has always felt the call to serve: Throughout his 20 years of military service in Thailand, Vietnam, and Spain, then during his 17 years working as a civilian (including time spent as an Easter Seals life skills coach), and now during his retirement years, Ron has enjoyed spending his time supporting others.

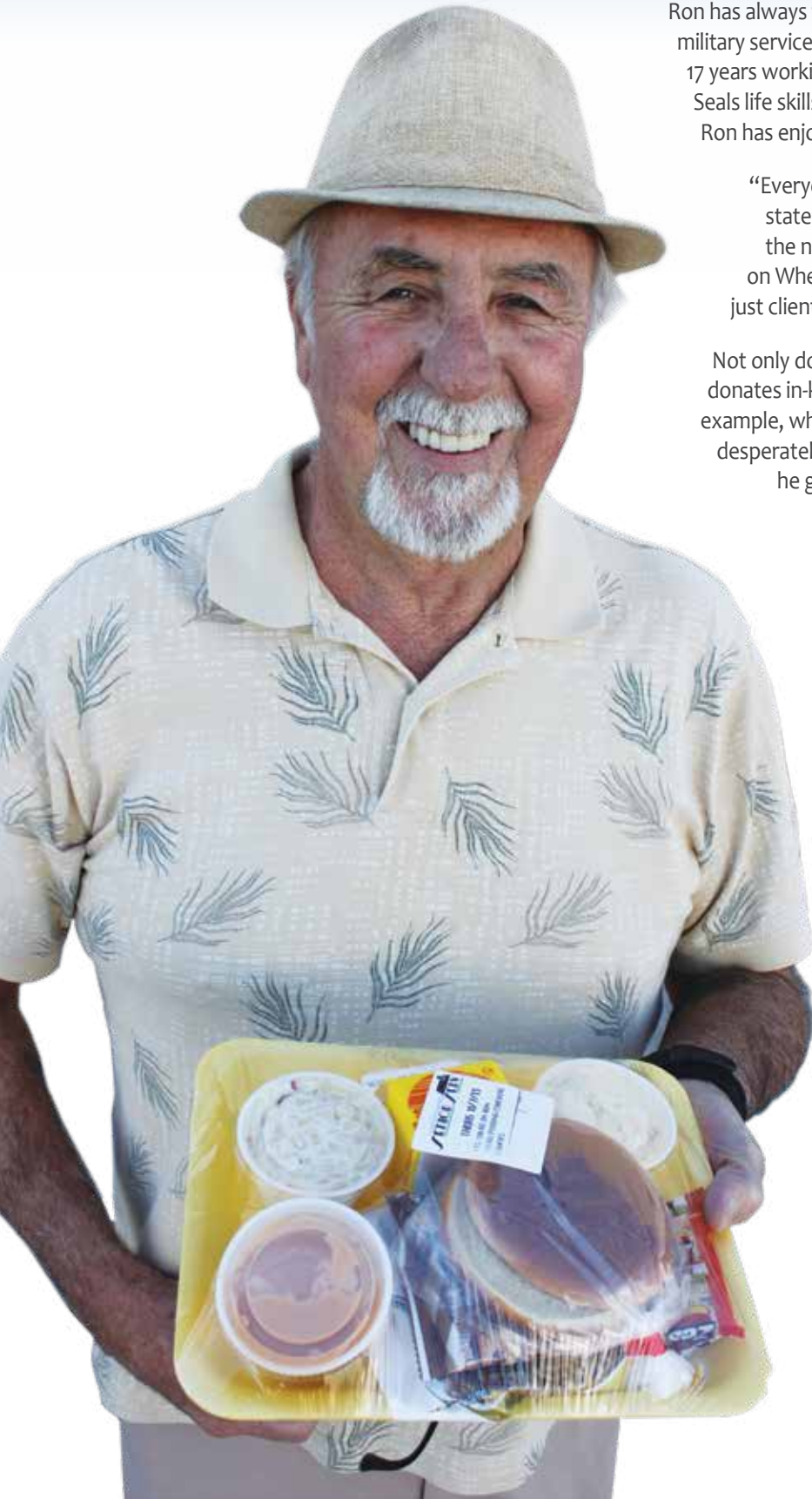
“Everyone needs to volunteer. You get what you give,” states Ron. “I have been blessed and have always felt the need to give back.” Ron has been delivering Meals on Wheels in Anaheim for over six years. “These are not just clients, they are my good friends.”

Not only does Ron give generously of his time, he also donates in-kind gifts when he learns of a need. For example, when Ron learned of a homebound client who felt desperately isolated after her television stopped working, he generously purchased a brand new flat screen the very same day so she could stay connected with the world.

The retired First Sergeant speaks with heart-felt compassion for the homebound, and with special pride as he speaks of delivering to a retired Navy commander as well as a Pearl Harbor Survivor. “I can bring a ray of sunshine to the homebound, particularly the ones who live alone,” the Veteran says reflectively.

As Ron loads a cooler of meals for delivery into his trunk and closes the lid, a particularly fitting bumper sticker prominently placed on his back window comes into view: “When the power of love overcomes the love of power, the world will know peace.”- Jimi Hendrix

**Ron knows the power of love.**



## SeniorServ - A Recognized Leader in Developing Innovative and Lower Cost Solutions in Orange County

Since 1967, SeniorServ has been at the forefront of creating programs and services that reduce hunger for impoverished seniors and improve wellness.

Our Meals on Wheels program provides a critical lifeline to 1,000 homebound older adults a day. Our Senior Lunch Program provides daily nutritious lunches and socialization for 1,500 older adults at 26 senior centers in the 20 cities of Central and North Orange County. Our Adult Day Health Care Centers provide medically supervised adult day care services to 120 participants a day in Santa Ana and Anaheim.

In the reality of today's economy and government gridlock, doing the same thing the same way is a sure path for nonprofits to stagnation, irrelevance and even demise.

Although we are the largest senior nutrition provider in Orange County, we are anything but a sleepy nonprofit. We embrace the reality that change and uncertainty are here to stay and that we must organize our strategies, priorities, culture, processes and people accordingly.

As a result, we have adopted an entrepreneurial and highly collaborative approach that has resulted in an expansion of our mission, impact, programs, collaborations and revenue sources, including:

### Establishing New Concepts:

We have envisioned and created **Incircle Village Network** to accelerate the development of the Village movement in Southern California within a private-public collaborative structure to help older adults remain in their homes and active in the community as they age.

### Developing New Programs to Improve Senior Health Outcomes:

SeniorServ has formed an innovative collaborative with four hospitals to provide **Care Transitions** services using the evidence-based Coleman Model to reduce 30-day readmission rates for Medicare patients. We are in discussions with other hospitals and health plans to provide services to them.

### Forming New Partnerships:

We partner with **OC Food Access Coalition** and **Waste Not OC** to produce healthy foods for families and seniors and to reclaim usable food in Orange County to alleviate hunger, create awareness of healthy food options and develop sustainability strategies such as local harvesting, food bank partnerships and food rescue.

### Pursuing Social Enterprise:

We leverage our 22,000 square foot commercial kitchen to develop food contracts and recipe development services with businesses and nonprofits alike.

### Participate in Numerous Other Collaboratives and Partnerships:

We actively collaborate with more than 50 organizations and government entities and know that to meet all the needs of at-risk seniors we must work together with other senior-serving and hunger-relief organizations.



## Care Transitions into Hope

Mr. Alvarez proudly served our country as a Green Beret in the United States Army during the 1960's but now sadly struggles with health and vision challenges, some of which correlate directly to exposure to Agent Orange while serving in Vietnam. Now 70, and having just recently been hospitalized prior to being moved from a homeless shelter to a hotel room, Mr. Alvarez without a doubt was in need of some caring support.

Describing himself as a “proud man,” Mr. Alvarez normally hesitates before accepting assistance from others, but knew he needed help after being discharged from the hospital. When SeniorServ Care Navigator Sara Pashae described the Care Transitions program, Mr. Alvarez recognized that this could provide the support he needed to recover and agreed to participate.

Care Transitions is a voluntary program free to patients for 30 days after being discharged from the hospital. The goal is to reduce hospital re-admissions for Medicare patients with specific high-risk diagnoses, such as congestive heart failure and pneumonia.

Since joining the program, Mr. Alvarez enjoys Sara's assistance with helping schedule his follow-up medical appointments, making sure his prescriptions are filled, and providing the nutrition he desperately needs through SeniorServ's Meals on Wheels program.

Mr. Alvarez told Sara, his Care Navigator, that he is feeling much better and is very appreciative of the support he received from SeniorServ's Care Transitions program.

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“This program gave me hope and support when I really needed it, and for that I am very grateful.”

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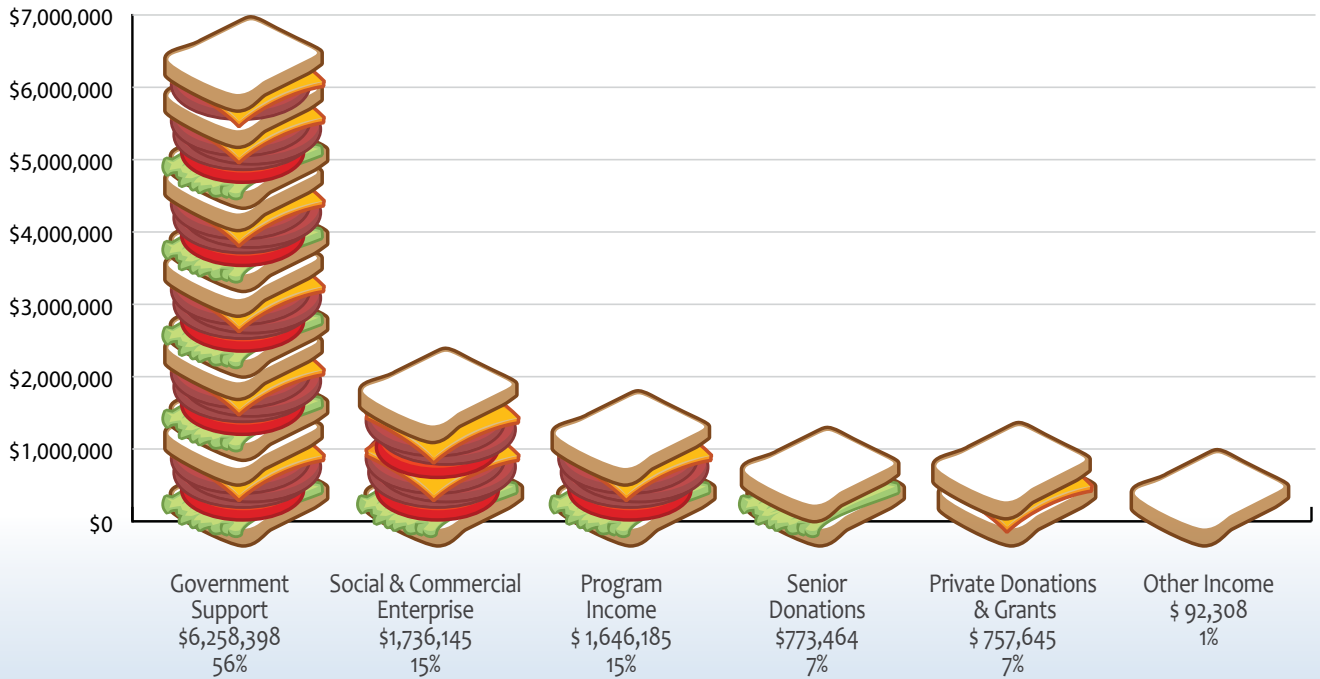


Mr. Alvarez and Sara



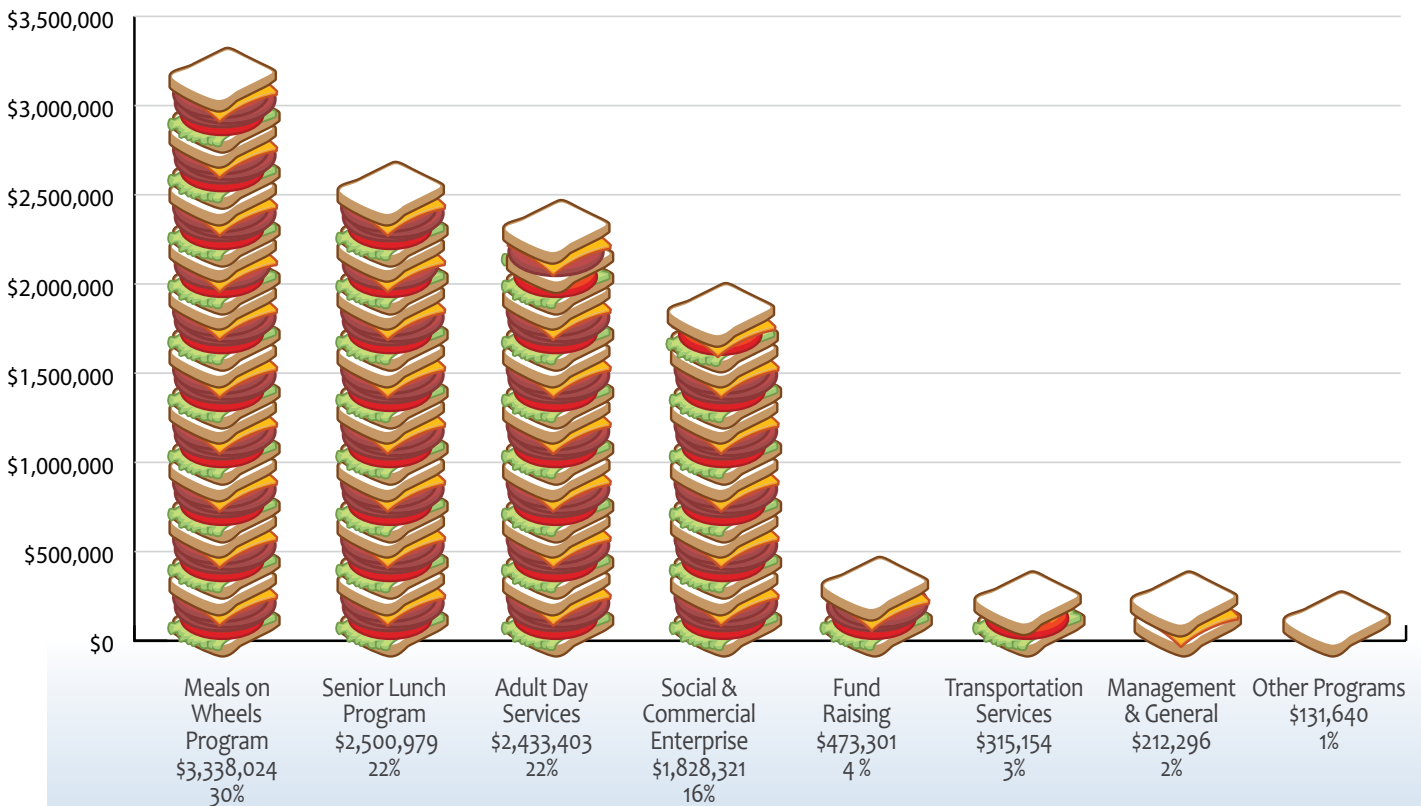
# 2012-13 Financial Charts

## Sources of Revenue



Total Revenue - \$11,264,145

## Distribution of Expenses



Total Expenses - \$11,233,118

Change in net assets - \$31,027

## SeniorServ salutes our generous donors!

### Individual Donors (\$500 or more)

Katherine Abdulkarim	Jack Clapp	Joe & Holly Hagler	Herbert Levy	Chloris Poggiogalle	Jim & Bobbie Stovall
Gary Adams	Lani Clark, M.D.	Faye Hagner	Don Lewis	George Poulos	Joseph Svehla
Kara Adams	Sylvana Coche	Margaret Hakanson	Vern Liermann	Barbara Price	James Swearingen
John Albright	Beverly Cole	Galen Hall	Melissa Losson	Robert Proffitt	Joanne Tabone
Gabriel Alonzo	Zander Collier	Lisa Halpern	Ann Lotti	Sharon Puri	Hoong Foong Tang, M.D.
Barbara Amend	Edward Cook	Sharon Hamilton	Maria Lungner	Shawn Rains	Karen Tejcka
Gus Andraos	Maria Cooper	Joel Handler	Peter & Alicia Maciel	Reginaldo Ramos	Cheryl Templeton
Bart Asner	David & Anne Copley	Jack Hargrove	John Magliari	Roland Rapp	Sara Tepper
Hans Avemaria	Rhoda Cornelison	Edith Harvath	Reza Mahdavi	Jerry Rapport	Sheryl Tidus
Mark Bailey	Dan Cornwell	John Hedlund	Rachelle Malm	Carole Rathgeber	Leilani Tiegen
Arthur Balazs	Sandra Crose	Arthur Helfat	Cindy Marks	Michael Reding	Greg Tirabasso
Michael Baldwin	Roger Cross	Boyd & Sue Hendrickson	Glenn Mason	James Redman	Lois Tolles
Webb Ball	Dickinson Daniel	Christine Herman	Ernie Mason	Rita Rehaste	Mabel Tolleson
Nicholas Begovich	Lynn & Don Daucher	Ian & Janet Hicks	Frances May	Robert Riechmann	Shaun Torbati
Shirin Behzadi	Ryan Davies	Janeen Hill	Gerald McCall	Franciska Ritchey	Ernest Toy
Kenneth & Vera Bell	Richard Deaner	Jon Hill, CPA	Samantha McDermott	Jorge Rivero	Cassidy Tsay
Suzanne Bell	Ronald S. Dibble	Cameron Hills	Jack & Angie McElvein	Mark Roberts	Thomas Twaiten
Dale Bell	Pamela Dill	Laurie Holcomb	Lester McNall	Barbara Roberts	Arthur Ulene
Erin Bello	Margaret Doedens	Tricia Homrighausen	Linda McQuerrey	Elizabeth Rockefeller	Larry Underwood
Bruce Belotz	Dave Doran	Lucille Hoogesteger	Monica Mehren	Patrick Ronayne	Sible Uphouse
Leyda Bequer	Patricia Doyle	Scott Hoover	Cheryl Meronk	Jane Roth	Vera Valoff
Edgar Berriman	Bill & Judy Duffy	Gordon Hoyt	Perina Meyer	Madeline Rucireta	Jason Van Mill
Philip Beukema	Karyl Dupee	Kathryn Hranuelli	Maurice Meysenburg	Dave Rudat	Tanya Vargas
Mabel Beutler	Cynthia Durnal	Ammie Hui	Mark Miller, M.D.	Len Rullo	Tom Vertin
Jack Biedebach	Linda Dziedzic	Najiba Hussaini	William Mohr	Frank Rutherford	Dan Vincent
James Bierig	Edward Ellison	Edward Hutchison	Rene Moore	Melodie Sahin	Norman Vinn, M.D.
Robert Bishop	Michela Engle	Usha Iyer	Manuel Moreno	Cindy Samson	Terry Vivian
Matt Bissonette	Frank Escalante	Gordon K. Jackson	Mae Grace Mossman	Paul Sandorff	Carolyn Volkoff
Charlotte Blauw	Bruce Eubanks	F. Jefferson	Joyce Munsell	John Schaus	Virginia Wade
Jan Bollinger	Jim & Pat Evans	Charles Johnson	Isidore Myers	Louise Schenke	Pat & Ann Walker
Clifton Boots	Paula Evron	Cynthia Jones	Terry Myers	Leroy Schmaus	Fred & Ann Warburton
Dave & Laura Border	Gene Farrell	Wendy Kaiser	Virginia Nelson	Joanna Schmidt	Britney Wardel
Judith Boroskin	Laurence Fleischman	Charles Kellerman	Daniel Nieves	Michael Schrader	Frank Washington
Linda Bosserman	Rhonda Fleming	Samuel Kent	Lois Nightingale	Ted Schumacher	Jim Watt
Pat Bowley	George Fotinakes	Larry Kimmel	Frances Noteboom	Barbara Schworer	Barbara Weber
John Bray	Brian & Stephanie Fox	Carol Kiser	Michelle O'Haren	William Scogin	Joanne Whitmore
Sandra Bron	Lynn Gaede	Dennis Knox	Steven O'Kelley	Mary Shanahan	Mary Williams
Joyann Brown	Tiffany Gallarzo	Sandra Koehnke	Omid Omidvar, M.D.	Barry Sheldon	David Wilson
Barbara Bryan	Marsha Gallavan	Melita Kriske	Kathleen Palkovic	Barbara Sherwood	Harry Yieh
Mark & Cheryl Budensiek	Wilbert Gehman	Phillip Krum	Joe & Susan Papi	Neil Siegel	David Zalopany
Evelyn Buettell	Mark Gelbaum	Dennis Kuhl	Curtis Passow	Ronald Simpson	Hazel Zaragoza
Patrick Callanan	Dev Ghose	Marie Landers	Robert Patterson	Maria Simpson	Carol Zielski
Kenna Caprez	Nancy Gin, M.D.	Diana LaPlace	Catherine Paulson	Christine Sims	Sheldon Zinberg, M.D.
Valerie Caron	Charles Goodman	Michael Larocco	James Perry	Wilbert Smith	Earle & Maria Zucht
Virginia Carson	Candice Gore	Alan Lawson	Tara Petrina	Susan Smith	
Donald J. Chappell	Janice Grant	Kim Le	Kevin Pezzolla	Linda So Lo	
Mary Chase	Theresa Gremling	Tracey Lee	Michael Phipps	Fritz Stelter	
Joseph Chirco	Maudy Jane Gude	Kurt Lee	Michelle Pickering	Gerald & Helen Stelzer	
Mary Christopher	Greg Haack	Bruce Lemon	Randy & Kari Platt	Rick Stephenson	

## Corporations, Foundations & Organizations

Alamitos West Health Care Center	Enterprise Foundation	O.L. Halsell Foundation
Alzheimer's Association of Orange County	Ernst & Young	Omnicare, Inc.
Amada Home Care	Essensa	Onsite Healthcare Concierge
Anaheim Regional Medical Center	Evercare Hospice	Orange County Register
Atria Management Company	Field Fresh Foods	Orange County United Way
Attentive Home Care	First Republic Bank	Pacific Health Group
Bank of America Charitable Foundation	Friends, Family and Associates of Ellen Fisher	Pacific Life Foundation
Barney & Barney Foundation	Friends, Family and Associates of Kathy Denham	PG Insurance Services, Inc.
CalOptima	Friends, Family and Associates of Tootie Yee	Popular Community Bank
Care 1st Health Plan	Fronteras Food Group, LLC	QBE Foundation
CareMore Health Plan	Hagler Financial Services	Mark Roberts: Christmas-Magic.com
Casa Major, Inc.	Health Essentials	Run Seal Beach
Center for Spiritual Living-Newport Mesa	Gamer Family Foundation	Roy E. Crummer Foundation
Change a Life Foundation	George Hoag Family Foundation	Safeway Foundation (Vons Stores)
Chevron	House Call Doctors Medical Group	Santa Ana Elks Lodge #794
Chevron Employees	Gravity Pro Consulting	SCAN Health Plan
City of Anaheim	Horizon Oxygen	Senior Helpers Yorba Linda
City of Brea	Horizon Support Services	Silverado Senior Living
City of Costa Mesa	Hospice Touch	Skilled Healthcare, LLC
City of Cypress	Ingram Micro	S.L. Gimbel Foundation
City of Fountain Valley	Insperty	Sonnet Home Health
City of Garden Grove	Irvine Cottages	St. Joseph Hospital
City of Huntington Beach	Jaya Apparel Group	St. Jude Medical Center
City of La Habra	Kaiser Permanente	St. Michael Hospice
City of Santa Ana	Katella Senior Living	Stradling
City of Seal Beach	Kindred Healthcare Operating, Inc.	Sun Mar Healthcare
City of Tustin	Kitchen Professionals	Swift Produce
City of Westminster	Kiwanis Club of Greater Anaheim	The Allergan Foundation
Clear Choice Senior Services	Kenneth A. Lester Family Foundation	The California Wellness Foundation
Council on Aging Orange County	Life Care Centers of America	Thompson Family Foundation
Crean Foundation	Meals on Wheels Association of America	U.S. Foods
Croul Family Foundation	Meridian Senior Living	UPS
Draper's and Damon's	Monarch HealthCare	Wal-Mart Foundation
Edward and Helen Shanbrom Family Fund	Newport Farms	Wells Fargo Foundation
Edwards Lifesciences Foundation	OC CAHF	Western Med - Anaheim
Emeritus Senior Living	Nifty After Fifty	Western Med - Santa Ana
Employees Community Fund Boeing California		White Nelson Diehl Evans, LLP
		Whittier Hospital Medical Center



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**SeniorServ  
Adult Day Care Center**  
Buena Park Senior Center  
8150 Knott Avenue  
Buena Park, CA 90620  
(714) 826-3163

**SeniorServ Adult Day  
Health Care Center**  
1101 S. Grand Avenue, Suite K  
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(714) 558-1216

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