

A photograph of an elderly woman with short, light-colored hair, wearing a black top and a necklace. She is seated in a wheelchair and is speaking into a microphone. The background is a blue stage with some blurred lights.

2014
Annual
Report

Honoring Older
Adults for Life

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Holly Hagler, President and CEO
and Lynn Daucher, Board Chairperson
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Generous Supporters

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Dear Friends,

Consider for a moment the thousands of brilliant, talented older adults who experience health-related setbacks and become home bound and isolated, hidden in our community. In each case, these seniors have stories to share of life experiences and invaluable wisdom. In the following pages, you will read some of these stories about our seniors who have experienced exactly this. Imagine how they must feel, once productive members of society, now quietly staring out their front windows, some feeling discarded and useless as the world passes them by.

In today's disposable society where we thoughtlessly discard nearly everything, our throwaway mentality has disastrous implications when extended to people, especially older people in need. We know that you recognize the value of older adults, and we are grateful for your caring support. Last year with your help, SeniorServ provided the following:

- Meals and life-changing services to more than 11,000 older adults, 90% of whom are below the Senior Poverty index. The majority of our clients live in the lowest-income areas of Orange County.
- More than 622,000 Meals on Wheels and supportive case management to frail, homebound seniors who experienced reduced hospitalizations and sustained improvement in their sense of well-being.
- Nearly 261,000 hot lunches to older adults in 26 senior centers, many of which are in the most underserved areas of our community. In addition to the benefits of receiving a nutritious meal, 95% of our clients in this program also report having more friends and feel more connected to community and peers.
- Safe, secure, medically-supervised adult day health and day care services for 231 extremely frail older adults who require significant levels of care during the day so they can return to their own homes in the evening. These adult day services keep participants out of higher-cost institutionalized care.
- An innovative Care Transitions program pioneered in partnership with four area hospitals, to reduce devastating hospital readmissions for seniors discharged from the hospital. Our Care Navigators helped 2,245 older adults, resulting in a 50% reduction in readmissions within 30 days of discharge.

Although together we have made great strides and have provided life-saving services for thousands of older adults in our community, the number of seniors needing support keeps rising at an alarming rate. The number of seniors in Orange County is expected to increase by a staggering 65% in the coming years ... and many of them will be alone and in need of the type of assistance SeniorServ provides: Life-saving meals, case management services, socialization, day services, home services... and more.

In an effort to support the growing needs of the senior population, SeniorServ continues to develop innovative solutions and update current program models, while also working to recognize the unique value of each individual in need.

We are grateful to partner with you, our caring supporters, to help provide the basic resources every senior deserves, ensuring that society's "throw-a-way mentality" doesn't extend to our treasured seniors.



Lynn Daucher
Board Chair



Holly Hagler
President & CEO

Don't Throw Away Our Seniors!

Honoring Older Adults for Life

A special message from Holly Hagler, CEO

There's an inventor we know who piled up 13 patents for high-tech innovations in areas like scanning and computer display technology.

And another man, a teacher, earned three Master's degrees and a PhD in government and philosophy. Besides teaching over 3000 students, he advised presidents on education policy and served as head of a university.

And there's a woman who started singing professionally at the age of nine, traveled extensively around the country, and worked with the USO, entertaining our troops.



In their own ways, each of these people made enormous contributions to our lives and made the world a richer place to live. But that's not all they have in common. I'll tell you more about that in a moment.

First, I want to tell you a story that may seem totally unrelated. Back in the late 1920s and early 30s, more and



more people were buying cars. So many, in fact, that automakers started getting worried that they'd run out of customers.

So they came up with an idea. They started making cars that were a little less durable, and a little less reliable. Then they started changing their body designs each year, making last year's model suddenly out of style.

The practice spread to every kind of product you can imagine. People who made electronics, for instance, would put parts that could be damaged by heat right next to other parts that generate heat.

Things were actually built to fail and need replacement. It's called "planned obsolescence." That's a fancy term for "wasting something useful by throwing it away."

Fast-forward to today. Most things we have in our homes are cheaper to replace than repair.

The length of time between the day we purchase an item and the day we discard it is getting shorter and shorter.

No wonder we've been called a "throwaway society." Junk it, toss it, stash it. At the very best, recycle it. Just as long as we don't have to deal with it.

At SeniorServ, we're concerned about what happens when that "throwaway" mentality moves beyond products to people – especially older people in need.

The population of Orange County is aging faster than most other places in the country. The number of older adults will more than double in the coming years, while at the same time, the gap between their income and their cost

of living will get wider and wider.

As if it weren't bad enough that seniors have greater needs, they're also getting lonelier. The homebound seniors we serve have no one to shop or cook or care for them, and they struggle with isolation.



For various reasons, their families aren't able to meet their needs, and the needs are getting more and more desperate.

And for every senior we know about who's struggling to manage alone, there are many more who are hidden and often forgotten in our community.

Earlier I mentioned three brilliant, talented individuals who had something in common. As you probably guessed, each one is part of our local senior community, and each one receives life-changing help from SeniorServ. On the following pages, you will read their stories - Dr. Sam, the noted educator; Asgar, inventor and engineer; and Barbara, a singer and dancer who entertained our country's service men and women.

Their stories exemplify our belief at SeniorServ that people have value, regardless of their age – even if they can no longer sing or dance, teach or invent. That's because value doesn't

come from what we do. We believe value is “factory installed.” It’s neither an optional feature nor one that expires; it’s the way we’re created.

My personal mission and the mission of SeniorServ is to secure home, health and heart for our elders so they can live with dignity, independence and wellness in the homes and communities they love.

SeniorServ’s mission is reflected in the nearly 900,000 Meals on Wheels and hot lunches we provided to seniors in need last year.

Our mission is also reflected in the way our efforts impact those we serve... fewer hospitalizations, increased well-being, improved health and a greater sense of connectedness.

Imagine your grandparents or your parents... living alone, isolated, facing physical challenges, trying to make it on \$850 a month in Social Security.

How can they stretch \$850 to cover rent, utilities, food, transportation- EVERYTHING-even medical care and prescriptions vital to their survival?

That is a daily reality for the at-risk older adults SeniorServ helps. Too many have to decide between getting a prescription

filled and buying food because they don’t have enough to do both.

Some are just one unexpected expense away from homelessness.

And then there’s the loneliness and depression they experience as they realize that the people they counted on as their “backup” in life have moved away or passed away, maybe just lost interest.

And it can happen to any of us. Think about it – today, you’re an inventor, an engineer, an entertainer. You’re at the top of your game.

But the truth is that any of us could be just one accident, one diagnosis, or other type of hardship away from a life where you struggle with the greatest challenges you ever imagined, right when you are least able to cope.

So do what you want with last year’s cell phone or that computer that’s running too slow.

But join us to care for seniors in need in our community – precious people whose “factory installed value” never can be diminished.

Together, with your support, we can nourish their bodies and their spirits,

we can provide for basic needs, and we can help them live with dignity and independence in the homes they love.

And when we do, we will honor their contributions, we will provide hope, and we will unite in refusing to throw our seniors away.

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Don't Throw Away Our Seniors!

Honoring Older
Adults for Life!

You, Wonderful You

written by Barbara Watz

You... gee, but you're wonderful

You... all of you

For the many things you do

and the sacrifices, too

Ahh, you do it too much

You... so much depends upon you

All of you

For the meals that you provide

And the people by your side

I'm so grateful to you

I'm so glad I could – write – this

Special song just for you

So I just want to thank you

'Cuz darned if I don't

Feel like writin' this song

This song about you

Music and words about you

Only you

So, I just wrote these phrases for

All the praises that I have

For nobody but you

Barbara

The song "You, Wonderful You," written and performed by Barbara Watz, an 87 year old Meals on Wheels recipient, was a highlight of SeniorServ's 2014 Senior Care Hero Awards fundraising gala. It was written especially for supporters of SeniorServ. Once a professional singer, Barbara was delighted for the opportunity to perform again. "It touched me so deeply, I can't tell you," Barbara said. "I hadn't had a mic in my hand for 20 years. Even though I was in show business, it had been so long, I didn't feel like I was that good anymore. It makes me feel so good to know that I can still sing and make a difference for something that is so important to so many people."

Barbara began singing at the age of nine. She later joined a studio and was teamed with other singers, dancers and acrobats who performed all over the country. At the age of 20, Barbara was hand selected from a Hollywood dance studio to entertain service men and women in Hawaii. She also sang with Stuart Hamblen who had a series of popular radio programs on the West Coast.

Barbara eventually quit show business and started a family.

Sadly, in 1979, Barbara's life took a tragic turn. Not only did she suffer the loss of her mother, sister and husband of 20 years, but she was also the victim of a terrible car accident that took her right leg. Six months later, her prosthesis was stolen out of the trunk of a car, and although she tried others, she was never able to find another that fit correctly.

Through it all, Barbara has persevered, and to this day, she keeps a positive view on life.

"It's not what happens, its how you handle it," says Barbara. "Some people just go in a corner and melt away. Being in show business, you learn to get up, get dressed, and put your make-up on. I still do that today. It makes me feel better. It's not vanity; it is self pride."

Barbara suffers from arthritis and cannot lift her arms high enough to cook on the stove. A neighbor told her about Meals on Wheels ten years ago, and it changed her life.

"What a wonderful service. I feel so blessed that such a service is available. The people are so wonderful; so sweet and loving. The volunteers have become my friends."



SeniorServ is grateful to Barbara for
sharing the song in her heart. Her
talents and positive outlook continue
to inspire others.

Dr. Sam

SeniorServ is privileged to share the life stories our clients and their life accomplishments, wise words and touching anecdotes. Sadly, many of our clients are terminally ill and we lose them too soon. We honor Dr. Sam as one of our past Meals on Wheels clients whose life accomplishments and words continue to resonate. The following includes excerpts from a conversation with Dr. Sam prior to his recent passing.

Dr. Sam was a life-long educator, philosopher, presidential advisor, and university president. During the 25+ years Dr. Sam resided in the United States, he taught over 3,000 students and facilitated research to improve existing governmental and global systems.

He told us, *"I am intelligent, gained degrees in higher education and set goals all my life. But life can still get to you and you may lose a lot. Choices lead us to where we land."*

Dr. Sam explained further, *"Past legal cases, circumstances in my career, and personal relationships have led me to the position today of living alone in a small apartment with just enough to survive and do what I can to the best of my ability*

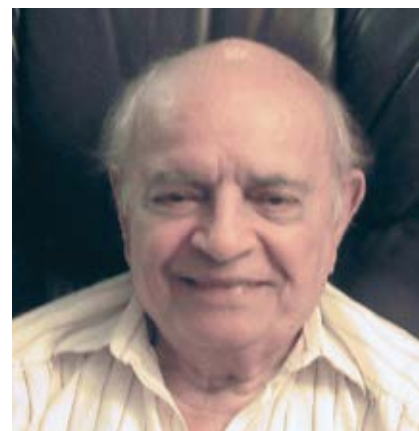
without burdening anyone. I feel so humble. I didn't have this struggling life before and realize now that it is all about self-sufficiency. A lot of things we have are not necessary. With little, I am still happy. This is the way I am and live now."

With the pain of chronic back problems, receiving the support of the Meals on Wheels program helped relieve the strain and worries associated with shopping and food preparation. Dr. Sam also enjoyed the friendship and support of a volunteer from our friendly visitor program.

Dr. Sam told us, *"I am just so touched to be part of such a helpful and giving program. The people are extremely kind and wonderful. This program has truly reached out to meet my needs and help my health. Nutrition is the key to higher functioning and survival."*

For three years SeniorServ Meals on Wheels provided Dr. Sam with nutrition. He also shared something else about the meal program that is almost as vital:

"The plus to this program and the meals is having someone personally deliver the food directly to my door. Human relationships



are very important. The kindest delivery-man I have now takes time to connect with me, organizes all the food trays in my fridge and speaks to me. I always greet him with a smile and call him my brother or friend. I am truly appreciative of this program and the people helping me in this entire process and my journey."

SeniorServ is proud to have shared Dr. Sam's journey. He reminds us that no matter what level of education or professional accomplishments are attained, it is life's most basic necessities that are most important.

Asger

Ninety-five year old Asger discovered SeniorServ's Meals on Wheels program through an Internet search two years ago when it became difficult for him and



his wife Eina to shop and prepare meals for themselves. Just a few months later, Eina experienced a debilitating stroke and was placed in a rehabilitation center. *"The meals have been a lifesaver for me,"* stated Asger.

Four days a week Asger rides his electric scooter to a local bus stop where he boards the bus and rides six miles to visit his wife of 68 years in the rehabilitation center. *"If it weren't for the meals, I would starve,"* Asger said.

In his earlier years, Asger earned a teaching degree in math and physics. After emigrating from Denmark in 1953, Asger and his family lived in Canada for 4 years where he earned a professional engineering degree. In 1957 they moved

to Massachusetts and two years later relocated to Southern California where he has resided ever since. Asger and Eina have two retired children who both developed careers with Boeing.

Throughout his professional career, Asger worked for General Electric and General Dynamics and has also worked as a consultant. He developed 13 patents in the computer field and still uses the computer every day. *"I'm good with computers, but cooking is definitely not my specialty,"* Asger stated with a chuckle. *"I definitely want to continue with Meals on Wheels. It is a wonderful solution and the portions are perfect."*

A Home Away From Home

When 84 year old Deliciosa moved from India in 2006 to live with her daughter and family in Orange County, she experienced an unexpected culture shock. While thrilled to be united with her daughter Annie, Deliciosa felt isolated and homesick while she waited for Annie to return from work each day. In India, people were available during the day to assist with her needs and provide the daily socialization essential to her well-being and vitality. Now, Deliciosa's tendencies toward anxiety and depression worsened... and Annie worried.

It seemed like an impossible situation.

After struggling with this lifestyle for over a year, a social worker learned of their circumstance and informed them about SeniorServ's Anaheim Adult Day Health Care (ADHC) center. It promised a safe place where Deliciosa would be surrounded by caring staff, stimulating activities, nutritious food and peers

to make friends with while Annie was away at work. Mom and daughter were elated!

Now, 93 year-old Deliciosa has been attending our Anaheim center five days a week for nearly eight years. She receives roundtrip curbside transportation from ACCESS daily. While at the center, Deliciosa "goes to work" volunteering to help in whatever way she sees a need. She enjoys assisting with ADHC activities and graciously supports the Meals on Wheels program by folding flyers to be delivered with the meals. Her favorite days at the center are Tuesdays, when she plays Bingo.

Additionally, the center provides Deliciosa with ongoing nursing and dietary supervision, physical & occupational therapy, social services, therapeutic activities and opportunities for socialization. Her consistent attendance and

continuation in the program has likely helped her remain stable and living at home with the family she loves.

Annie feels good knowing her mother is well cared for while she is at work. "I don't know what we would do without the ADHC," commented Annie. "Everyone is so good to her there. The center even sent a staff member to do a home safety check. Then they installed grab bars and provided a shower chair."

Deliciosa looks forward to her days at the ADHC. She said, "They are so nice and provide a great service. They treat everyone equally and are always patient." She added, "I don't like being alone, and I'm in great company there!"

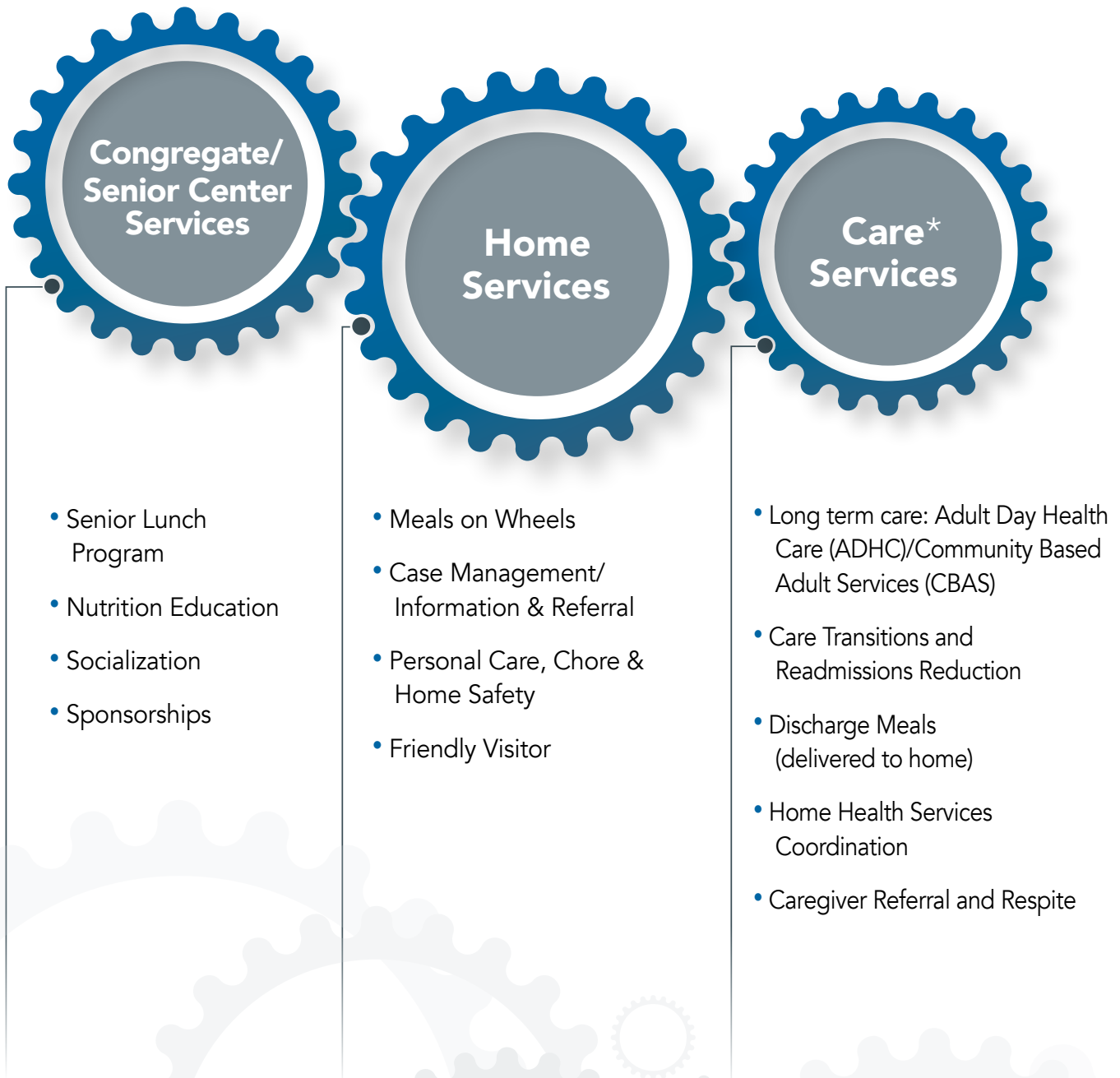


.....
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.....

SeniorServ Programs and Services Provide Continuum of Care

SeniorServ is a \$12 million/year nutrition, social and care services provider serving 11,000 older adults annually

SeniorServ has provided programs and services that reduce hunger and improve wellness for impoverished seniors in our community for 47 years. During this time, we've served tens of thousands of older adults and seen many of them through each step of SeniorServ's Continuum of Care, a model providing multiple programs and services that support independent living for various levels of need.



*Licensed/degreed staff: RN, LVN, LCSW, MSW, PT, OT, ST, CNA

SeniorServ Programs and Services

Congregate/Senior Center Services

Senior Lunch Program

The Senior Lunch program is designed for the relatively active older adult who enjoys “eating out” at their local senior center. The lunch program provides a hot, nutritious lunch that helps alleviate poor nutrition, especially prevalent among seniors who live alone and or who are on limited incomes. Participants of the lunch program also appreciate the opportunity for socialization. Offered at 26 senior centers throughout central and northern Orange County, approximately 1,500 participants take advantage of SeniorServ’s lunch program every weekday. Meals are planned and certified by a dietician to meet one third of each person’s daily nutritional needs, based on FDA guidelines. In addition to satisfying clients’ nutritional needs, SeniorServ’s lunch program also strives to improve the physical and mental well-being of their lunch participants by:

- Encouraging a sense of dignity
- Providing stimulating activities and volunteer opportunities
- Offering nutrition education
- Augmenting participants’ financial resources by providing donation-based meals.

Home Services

Meals on Wheels and Case Management

SeniorServ’s Meals on Wheels program supports the nutritional needs of adults over 60 who can no longer shop or prepare meals for themselves. Like the Senior Lunch Program, Meals on Wheels is funded in part through the Older American’s Act (Title III grants). Meals are delivered weekdays directly to the homes of frail and homebound elderly needing assistance.

In addition to meals, participants of the program also receive case management services which provide information and referrals to supportive services such as personal care, chore and home safety.

The majority of SeniorServ’s Meals on Wheels participants are low income, very low income or below poverty level.

Adult Day Health Care

SeniorServ’s Adult Day Health Care Centers in Anaheim and Santa Ana maintain the dignity of older adults while providing support to families. Caregivers feel relieved and better able to handle the challenges of caring for an aging or disabled loved one.

The centers provide personalized medical monitoring and rehabilitation. Through a wide range of activities, exercises and social interaction, participants are assisted in maintaining physical and mental health.

Adult Day Care

SeniorServ’s Adult Day Care Center is located in the Buena Park Senior Center. This program uses the social model of adult day care and is focused on socialization and engagement activities in a supervised, caring environment. Isolation is reduced and depression is avoided through activities like card and board games and sharing meals together.

This program provides much needed relief to caregivers who know their loved ones are being cared for in a warm, loving environment.

Care Transitions and Readmissions Reduction

In July of 2013, SeniorServ launched a new Community Care Transition Program demonstration project. The goal of the project is to reduce hospital readmissions.

Four area hospitals have partnered with SeniorServ on the project: Anaheim Regional Medical Center; St. Jude Medical Center; University of California Irvine Medical Center and Western Medical Center, Santa Ana.

The program incorporates care coordination including pre-discharge assessment of the patient, early identification and response to health care risks and symptoms, education and support of patients and their families, home visits with telephone support and ongoing communication among all parties.

SeniorServ’s Care Navigators work closely with at-risk patients identified by our hospital partners. Services provided include coaching, Care Transitions Interventions® developed by Eric Coleman, Meals on Wheels, and transportation services as needed.

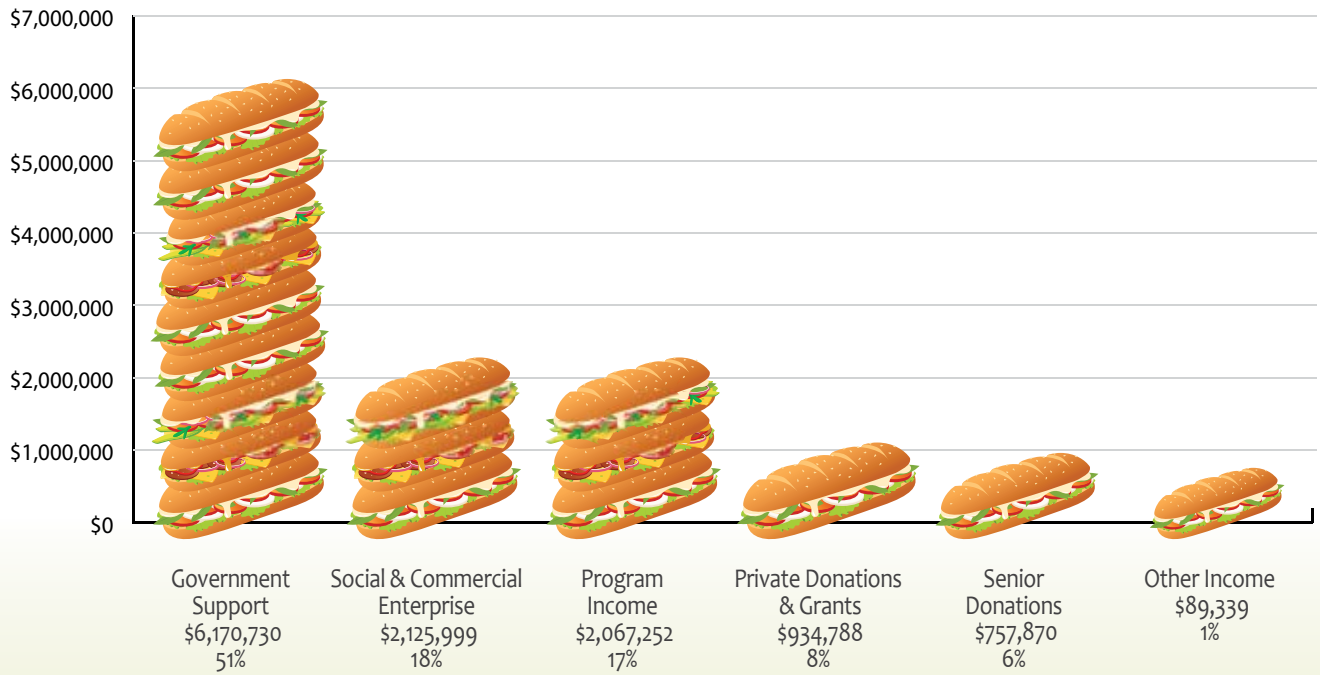
Volunteer Program

SeniorServ’s programs and services thrive in large part due to the commitment and dedication of over 600 individuals who regularly devote their time, talent and treasure to helping seniors in need. Volunteers assist by serving and delivering meals, helping with day services activities and providing companionship through the Friendly Visitor Program.



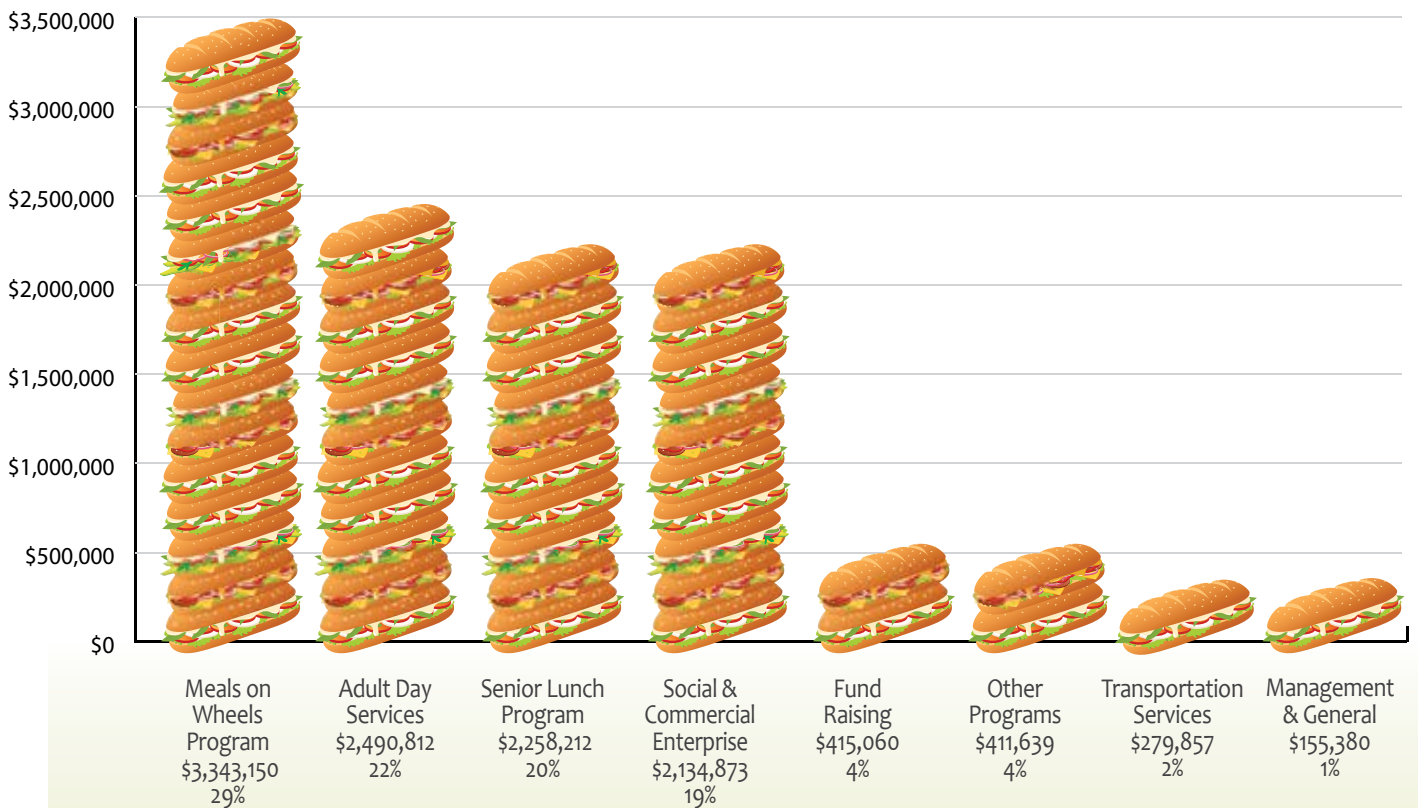
2013-14 Financial Charts

Sources of Revenue



Total Revenue - \$12,145,978

Distribution of Expenses



Total Expenses - \$11,488,983

Change in net assets - \$ 656,995

A Heartfelt Thank You to Our Generous Supporters!

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Anaheim Village
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CareMore
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Centinela Feed & Pet Supplies
Change a Life Foundation
Chevron Employees
Cisco Systems
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Employees Community Fund (ECF) Boeing California
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House Call Doctors Medical Group
Horizon Oxygen
Horizon Support Services
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Ingram Micro
Innovatix
Irvine Cottages
ISEC, Inc.
Kaiser Permanente
Katella Senior Living Community
Kindred Hospitals
Kiwanis Club of Greater Anaheim
Lifecare Centers of America
Manufactured Housing Educational Trust



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OC CAHF
O.L. Halsell Foundation
On-Site Nurse Concierge
Orange County Association Health Facilities
Orange County Community Foundation
Orange County Register
Orange County United Way
Pacific Group Insurance
Pacific Life Foundation
Pathology Associates of Anaheim
Popular Community Bank
QBE Employees
QBE Foundation
Roy E. Crummer Foundation
Run Seal Beach
Safeway Foundation (Vons Stores)
Saint-Gobain Performance Plastics
Samueli Foundation
Santa Ana Elks Lodge #794
SCAN Health Plan
Senior Helpers

Silverado Senior Living
Skilled Healthcare
Slacktax
Sonnet Home Health Care
St. Josph Medical Center
St. Jude Medical Center
St. Michael Hospice
State Farm
Stater Bros Charities
Sunmar Healthcare
The Crean Foundation
The Dhont Family Foundation
The Residentialist Group
Trimex Mobile Marketing, Inc
Trinity Episcopal Church
UPS
U.S. Foods
Visiting Angels
Walmart Foundation
Wells Fargo Foundation
Western Medical Center, Santa Ana & Anaheim
White Nelson
Yorba Linda Woman's Club





**Headquarters and
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1200 N. Knollwood Circle
Anaheim, CA 92801
(714) 220-0224

**SeniorServ Adult Day
Health Care Center**
1158 N. Knollwood Center
Anaheim, CA 92801
(714) 220-0229

**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
Santa Ana, CA 92705
(714) 558-1216

www.SeniorServ.org