

Investing in community networks for all adults, families, and caregivers in Santa Clara County.

# 2018 Media Kit



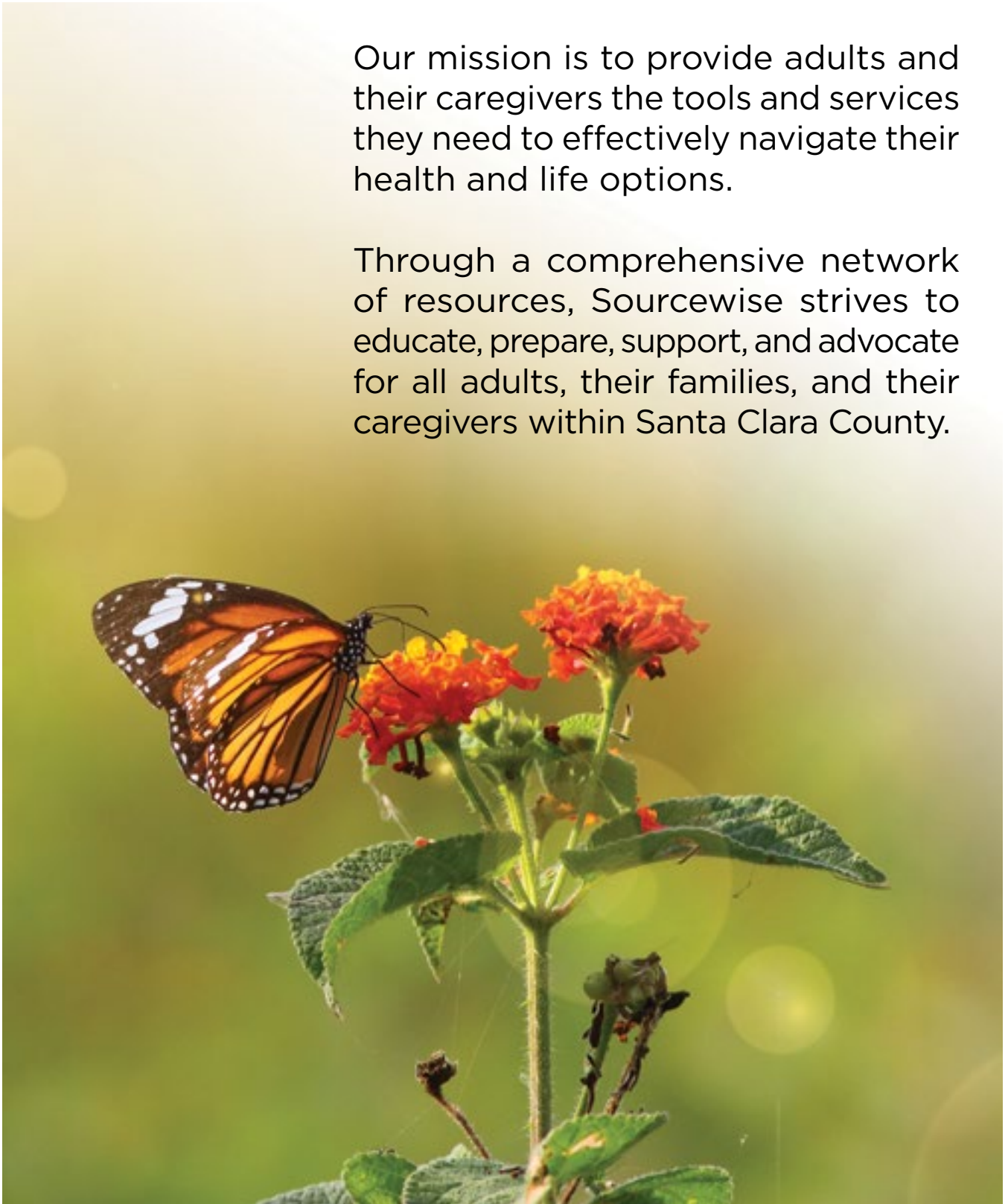
SOURCEWISE  
COMMUNITY RESOURCE SOLUTIONS

[mysourcewise.com](http://mysourcewise.com)

# MISSION

Our mission is to provide adults and their caregivers the tools and services they need to effectively navigate their health and life options.

Through a comprehensive network of resources, Sourcewise strives to educate, prepare, support, and advocate for all adults, their families, and their caregivers within Santa Clara County.



# AUDIENCE

# 1,354,048

Adults 18+ residing in Santa Clara County<sup>i</sup>

# 132,604

Adults currently using social services<sup>ii</sup>

# 195,980

Adults age 65 with potential need for social services in Santa Clara County<sup>iii</sup>

# By 2030

the number of seniors will double and one in every five Californian will be over age 65<sup>iv</sup>



# 105,346

Consumers who received services by Sourcewise in FY2016-2017

### Demographics of Caregivers\*

| Age Range | Consumers Served |
|-----------|------------------|
| 18-54     | 12,539           |
| 55-59     | 3,824            |
| 60-64     | 3,395            |
| 65-69     | 1,886            |
| 70-74     | 803              |
| 75+       | 526              |

### Demographics of Consumers 65+\*

| Age Range | Consumers Served |
|-----------|------------------|
| 65-69     | 2,953            |
| 70-74     | 3,166            |
| 75+       | 16,663           |

\*Count includes reported ages

### Sources:

<sup>i</sup> Santa Clara Profile, [sccgov.org/](http://sccgov.org/) (2016)

<sup>ii</sup> Adult Protective Services Fiscal Year 2015 Annual Report. (2015), Presentation-Office of the Public Administrator/Guardian/Conservator (2016), Sourcewise-raw data, consumers served 2016-2017

<sup>iii</sup> Santa Clara Profile, [sccgov.org](http://sccgov.org/) (2016)

<sup>iv</sup> Ortman, Velkoff, & Hogan "An Aging Nation" (2014); Johnson "Just the Facts, California's Future Population" (2016)

# IMPACT

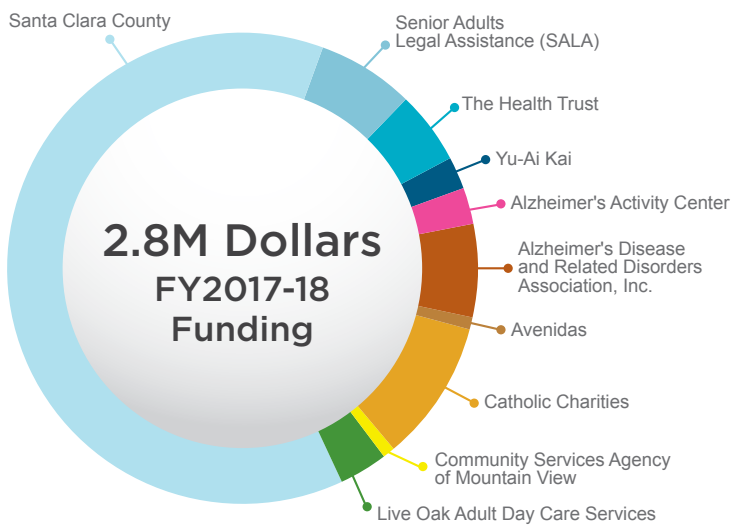
FY 16-17

## Sourcewise Provided



\*estimate

# REAL ACTIONS



**Investing in partnerships allows Sourcewise to expand service offerings of vital programs and services for our target consumer.**

## Access Our Network



**Resource Connection**  
[mysourcewise.com](http://mysourcewise.com)



**Media Center Newsletter**



**Office Locations:**  
San Jose  
Morgan Hill



**Phone**  
(408) 350-3200



**Email**  
[community@mysourcewise.com](mailto:community@mysourcewise.com)

# TESTIMONIALS

At Sourcewise,  
our people-centered  
model fosters  
relationship building.



*"My counselor continued to call and follow up until the issue was promptly resolved. Without his help and vast expertise, I'm sure I would not have [health insurance] coverage to this day. I wholeheartedly recommend them and am eternally grateful." - Anita*

*"I did not expect to hear a calm, supportive individual who patiently walked us [me and my brother] through various scenarios and turned an overwhelming issue into a probable solution." - Lori*

*"Thank you for your excellent grasp of the issues seniors are facing. I appreciate your knowledge and courtesy in helping the seniors I refer to Sourcewise." - Marcia*

*"Things have been going smoothly. Dad is taken care of; he is happy; which makes us happy. It [FCSP of Sourcewise] has helped plant a seed for our future; at least for the rest of my dad's life." - Alicia*

*"I was most impressed with the confidentiality in which my problem was handled and how quickly she resolved my matter." - Edward*

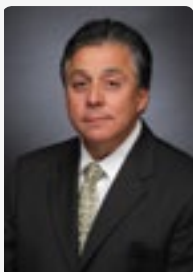
*"Sourcewise informed me of the many opportunities available to me. I am leaving here today encouraged after talking with [Public Authority Services by Sourcewise]." - Kathleen*

# LEADING EXPERTS



## **Stephen M. Schmoll**

A valued asset in the aging network since 1975, Sourcewise Chief Executive Officer Stephen Schmoll leads the strategic direction for the organization. As a county-wide expert, Steve serves on the Santa Clara County Valley Transportation Authority and Long Term Services and Support Committee of Santa Clara County, providing guidance and leadership on the impact of services for seniors. Skilled at addressing and helping to solve complex service issues, Steve also partners on a state and national level to ensure programs that serve adults, seniors, and their caregivers receive the attention and development necessary for the ever-growing population.



## **Manuel Altamirano**

With over 20 years of expertise in leading technology and nonprofit organizations, Manuel is a skilled innovator of service delivery systems; business development; technical operations; marketing; and leadership development within California's Health and Human Service organizations. He is the architect behind CareAccess, a one-of-a-kind software-as-a-service host developed for the Health and Human/Social Services network. Under Manuel's leadership, Council on Aging Silicon Valley changed its name to Sourcewise to better reflect the diverse population served; additionally, the first, standalone office opened its doors in Morgan Hill to serve South County residents with increased access.

## BOARD OF DIRECTORS

- Michal Mendoza, President
- Jeff Tepper, First Vice President
- Robert MacLaughlin, Secretary
- Andy Chatterjee, Treasurer
- Mitsu Kumagai, Board Member
- Dr. Anita Mukherjee, Board Member
- Sonya Casares, Board member

# THE SOURCEWISE STORY

Council On Aging Silicon Valley opens its doors to the public to provide Santa Clara County seniors and caregivers the tools and services they need to age well at home



**1973**

- offers Senior Employment Services, a community training program for the elderly
- administers the Meals on Wheels program for Santa Clara County residents

**1974**

contracts with local Information and Referral program to provide seniors with access to a central location of information on resources available in Santa Clara County

**1985**

pilots the state-sponsored Linkages program

- receives the Grant for the first Health Insurance Counseling and Advocacy Program in Santa Clara County, to provide unbiased Medicare and Medi-Cal education and options to seniors

**1986**

offers Multipurpose Senior Services Program to provide social and health care management for frail elderly clients

**1995**

creates and pilots a registry of County-employed caregivers to serve In-Home Supportive Services consumers

- selected as a California delegate for the White House Conference on Aging

**1996**

- creates first Consumer Guide for Medicare beneficiaries

**1997**

is awarded the Senior Medicare Patrol grant for the Health Insurance Counseling & Advocacy Program

**1998**

- is awarded an Innovation grant and develops hosted services software for Health and Human/Social Services professionals

**1999**

begins providing Information & Assistance as a direct service, linking consumers with direct resources and countywide services

**2000**

creates the first Guide to Combining Medicare and Medi-Cal for Santa Clara County

- begins offering training to IHSS consumers through Public Authority Services

**2001**

receives the Senior Care Commission of Santa Clara County Future of Aging Services Award

- pilots the state-sponsored Senior Farmers' Market Nutrition Program

**2002**

pilots Urgent Care Registry, through Public Authority Services

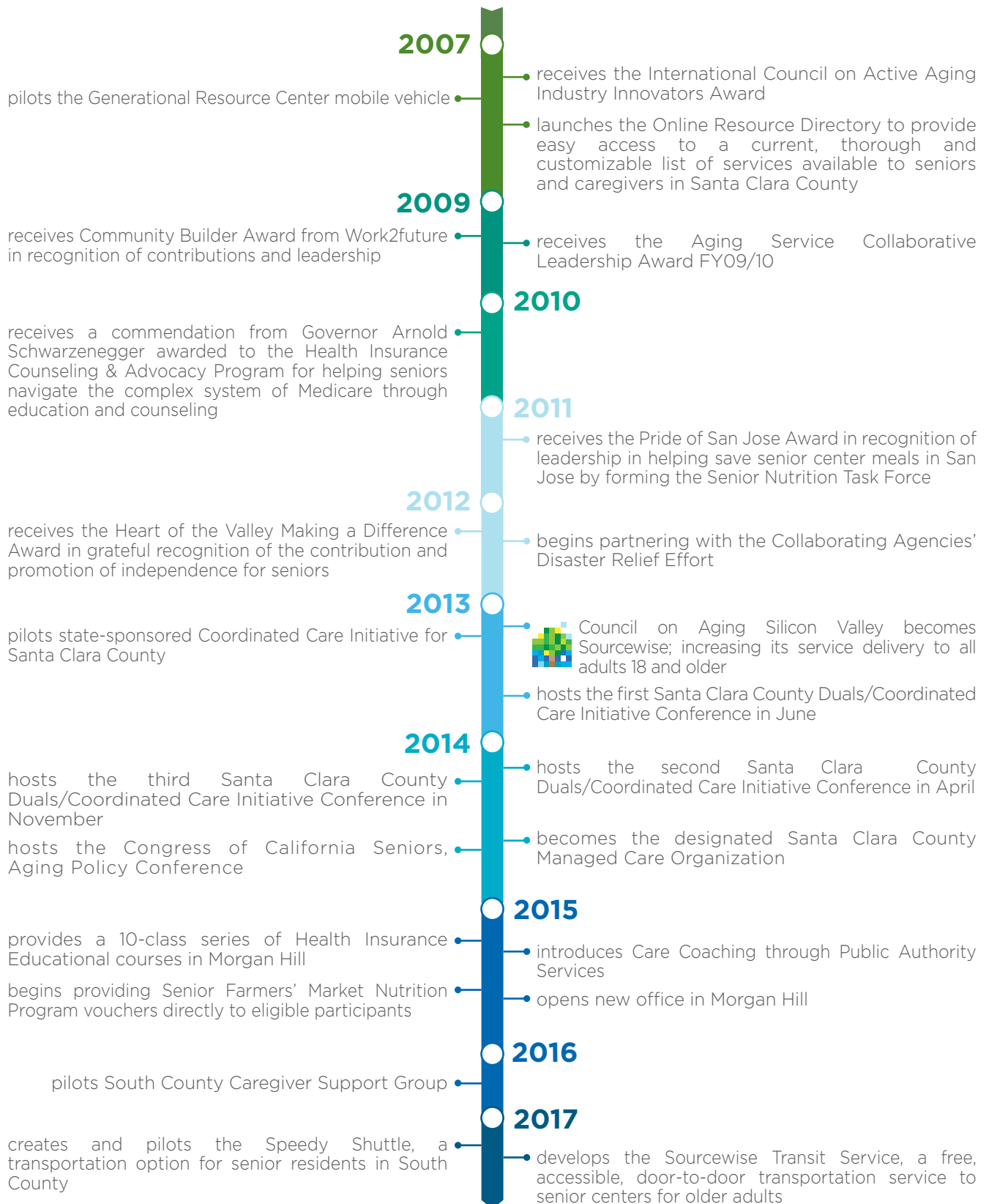
**2004**

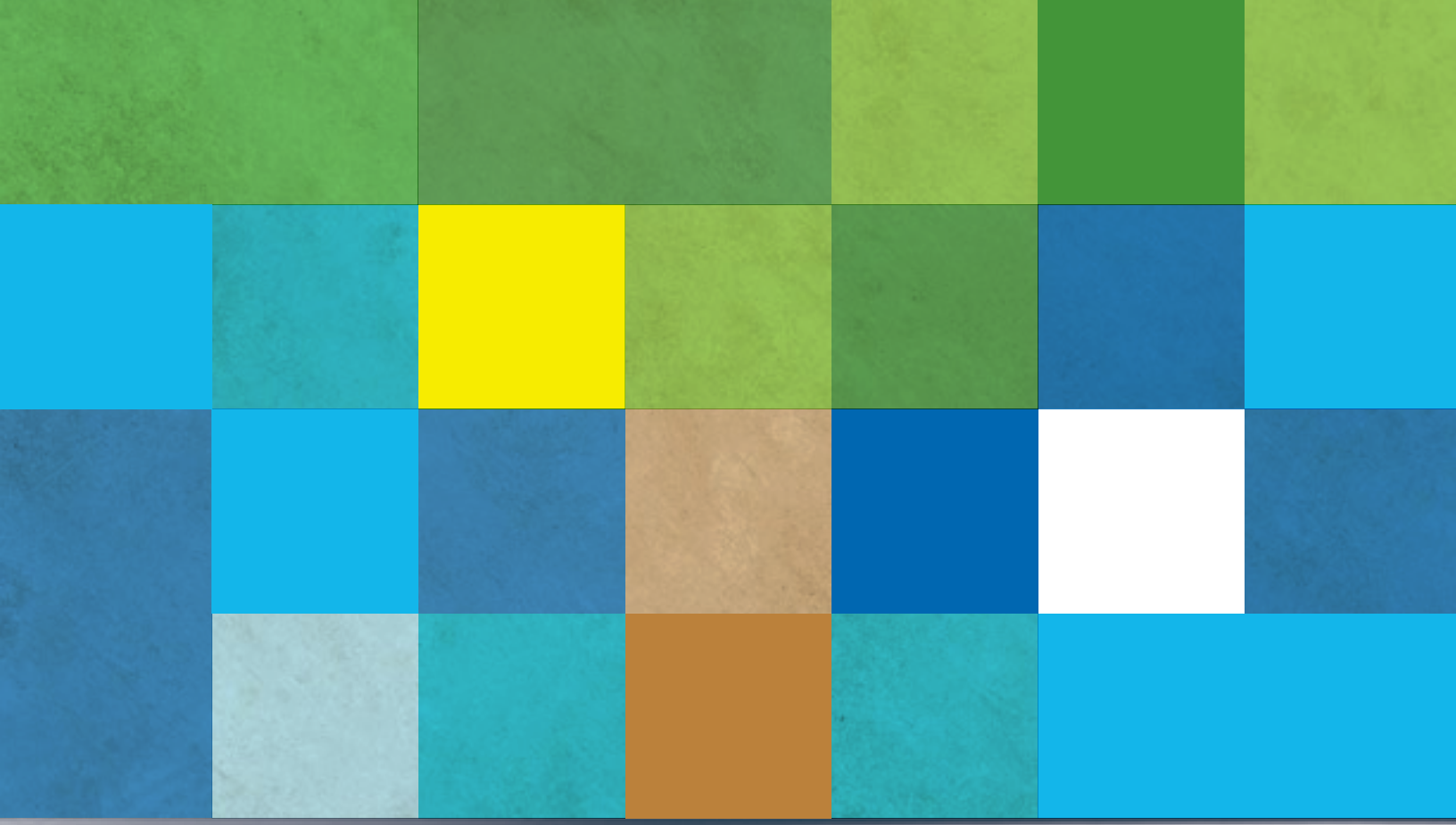
- pilots the InfoVan program, a statewide information and education program that provides seniors and caregivers with access to home and community-based healthy aging services

**2006**

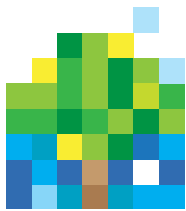
pilots the federally-sponsored Family Caregiver Support Program with the aim to assist family caregivers







*Since 1973*



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