

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

2019 Media Kit



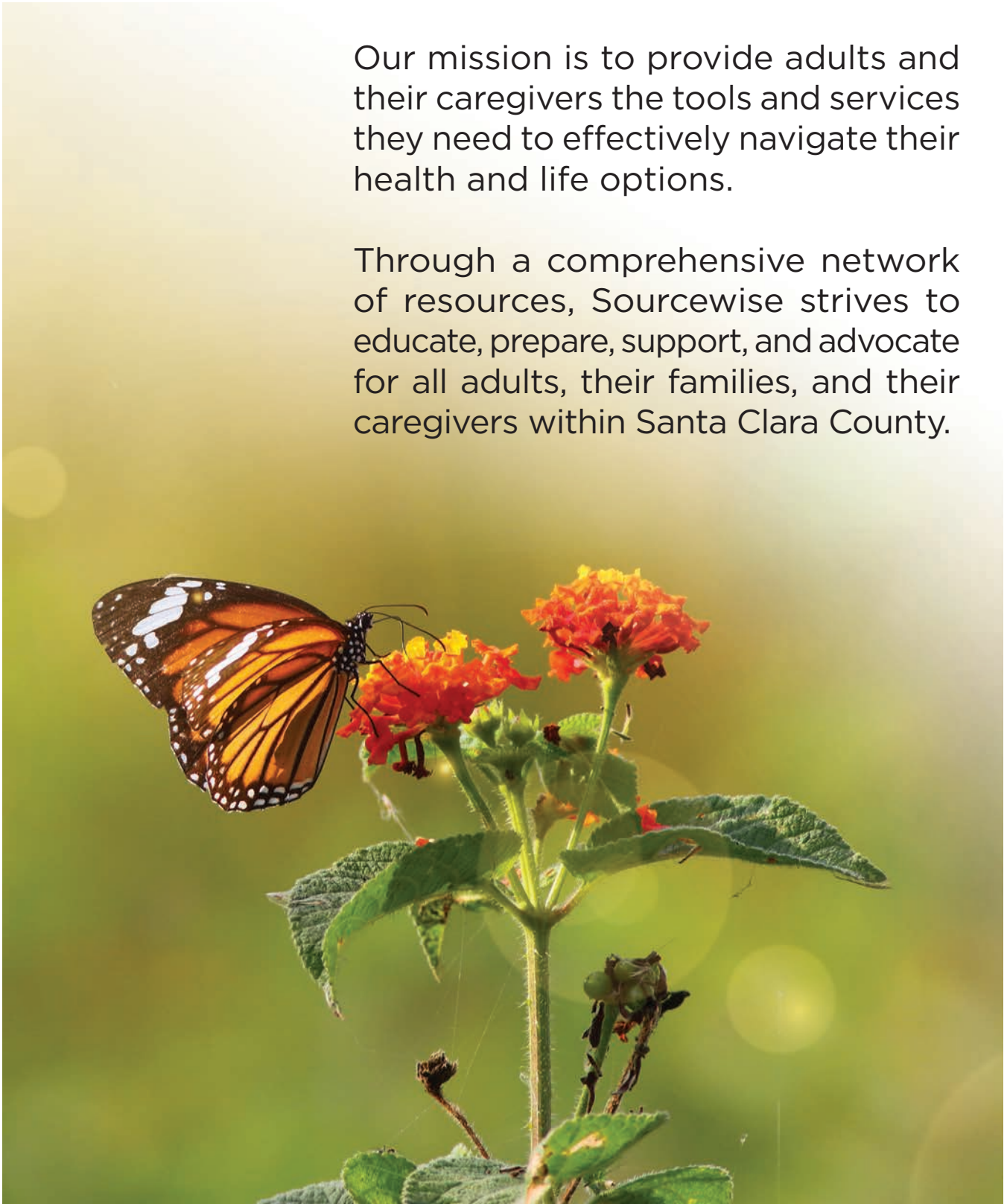
SOURCEWISE
COMMUNITY RESOURCE SOLUTIONS

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



1,507,833

Adults 18+ residing in Santa Clara Countyⁱ

103,732

Consumers who received services by Sourcewise in FY2017-2018

144,614

Adults currently using social servicesⁱⁱ

253,898

Adults ages 65 and older with potential need for social services in Santa Clara Countyⁱⁱⁱ

By 2030

the number of seniors will double and one in every five Californian will be over age 65^{iv}

Demographics of Caregivers*

Age Range	Consumers Served
18-54	13,278
55-59	3,978
60-64	3,820
65-69	2,151
70-74	994
75+	1,277

Demographics of Consumers 65+*

Age Range	Consumers Served
65-69	2,927
70-74	4,002
75+	17,114

*Count includes reported ages

Sources:

ⁱ United States Census, Santa Clara County; census.gov (2017)









ⁱⁱ Adult Protective Services, 2017 Annual Report, Office of the Public Administrator/Guardian/Conservator, 2017 Annual Report, In Home Supportive Services, 2017 Annual Report, Sourcewise-raw data, consumers served FY2017-18

ⁱⁱⁱ United States Census, Santa Clara County; census.gov (2017)

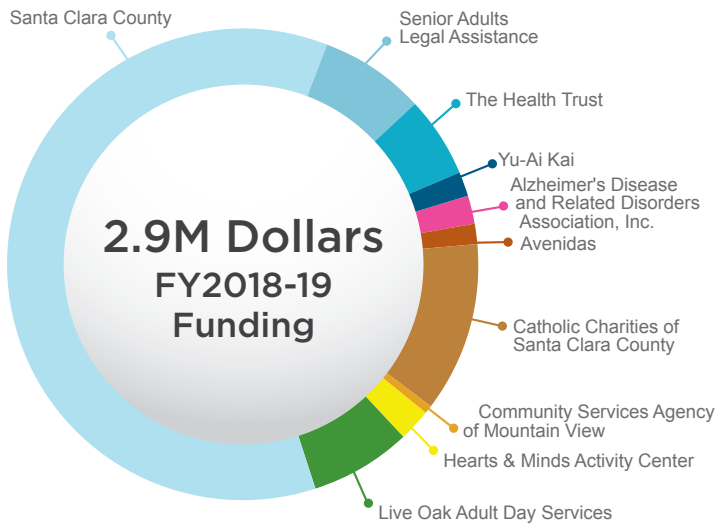
^{iv} Ortman, Velkoff, & Hogan "An Aging Nation" (2014); Johnson "Just the Facts, California's Future Population" (2016)

IMPACT

FY 17-18

Sourcewise Provided				
674,302 Home-Delivered Meals to 2,519 Individuals served 	397 Individuals with nutritional education on the topics of Nutritional Supplements, Fiber, Nutrition & Health 	500 Farmers' Market nutrition vouchers to individuals needing food assistance, 23% of whom were caregivers 	5,305 Individuals newly enrolled as homecare providers 	81 Individuals with rides to community/ senior centers for socialization and meal options 
5,769 Individuals with information on available services, at community events, 12% of whom were caregivers 	18,078 Individuals with a customized lists of referrals to community services 	1,973 Homecare providers with training 	923 Service providers listed in our public resource directory including 25 new providers 	122 Classes offered to homecare providers, in 4 languages 
9,683 Individuals with health insurance education and information 	81 Opportunities for individuals to learn about Medicare changes for 2018 	37 State-registered Health Insurance counseling volunteers 10 Languages spoken by staff and volunteers 	40 Counseling sites located conveniently throughout Santa Clara County 	60 Unpaid caregivers with temporary respite and a connection to existing resources for further support 
21,800 Homecare providers with health/dental/vision and transportation benefits 	2,132 Caregivers with a customized list of referrals to community organizations 	3,632 Referral lists of available caregivers to individuals needing in-home assistance 	463 Individuals with a person-centered careplan to keep them safe and living at home 	
2,558 Individuals with personalized health insurance education and counseling 	756 Individuals with in-home visits to assess needs and provide access to food 	440 Individuals with customized guidance and assistance to manage their caregiver relationship 	6,684 Problem solving discussions and interventions with Consumers and homecare providers 	
205 Individuals with employment assistance 	10 Participants with unsubsidized employment 37 Individuals with supervised on-the-job training  	127 Events throughout Santa Clara County in which Sourcewise participated or presented information on services available 	7 Community-based organizations who hosted Employment participants 	

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



Media Center Newsletter



Office Locations:
San Jose
Morgan Hill



Phone
(408) 350-3200



Email
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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

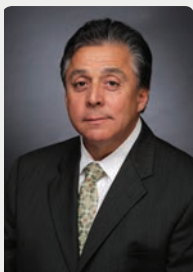
"Sourcewise informed me of the many opportunities available to me. I am leaving here today encouraged after talking with [Public Authority Services by Sourcewise]." - Kathleen

LEADING EXPERTS



Aneliza Del Pinal

Aneliza Del Pinal takes a vision and makes it reality through sound strategy development. She intuitively sees the threads of opportunity that wind through an organization, brings them together into a coherent whole, helps others extend their thinking, and drives organizational advantage. She is an inspirational leader who tells stories that inspire action while at the same time grounds decisions in financial information that leverages the business of the organization. Respected as a credible voice in decision making, finding strategic community partners, and establishing governance boundaries, Aneliza earns a seat at the table wherever she serves.



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, Second Vice President
- Dr. Anita Mukherjee, Board Member
- Sonya Casares, Board Member
- Matthew Woodruff, 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

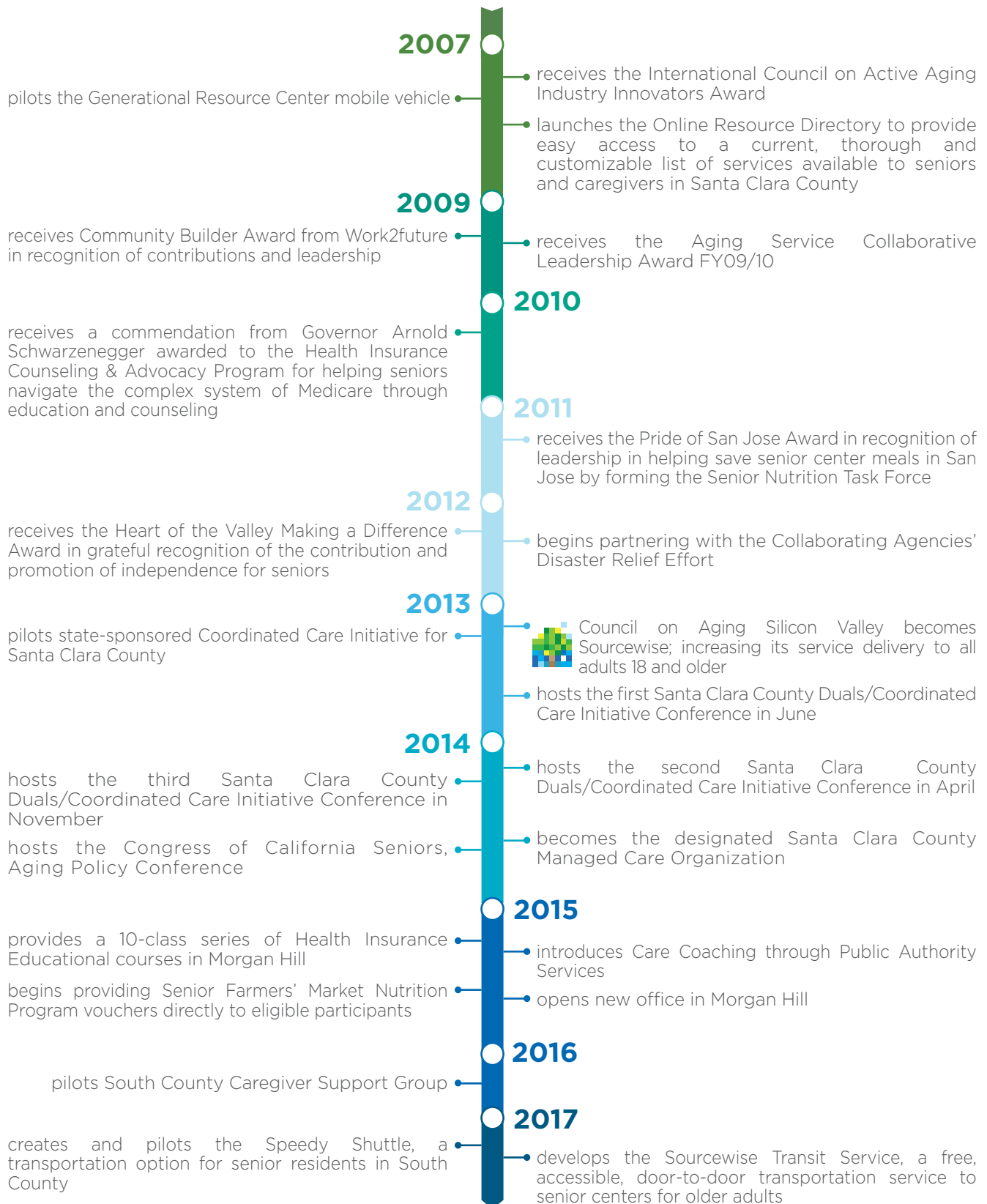
pilots Urgent Care Registry, through Public Authority Services

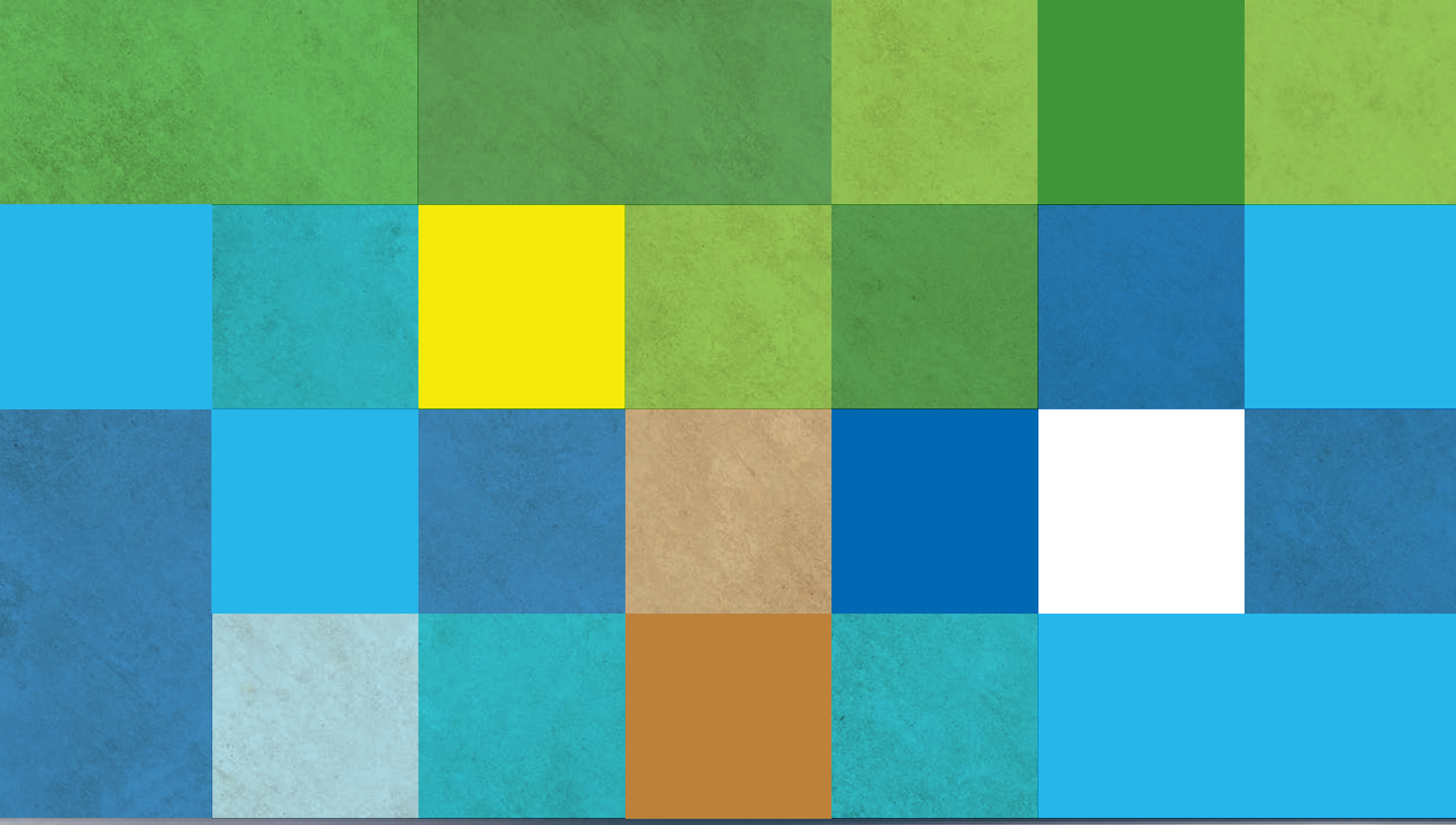
2004

- 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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