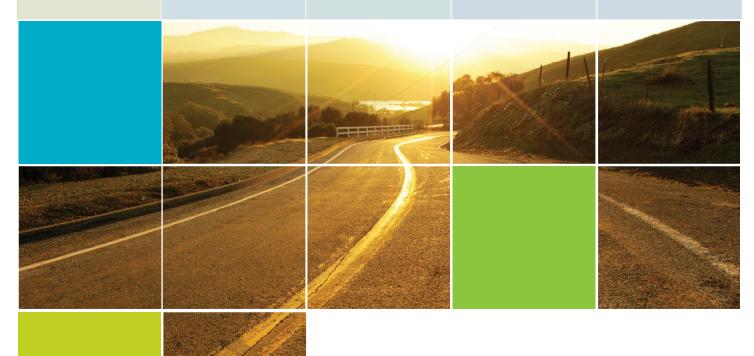


Investing in community networks for all adults, families, and caregivers in Santa Clara County.



2017 Media Kit



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 Countyⁱ

83,049* Consumers served by Sourcewise in FY2015-2016

110,307

adults currently using social servicesⁱⁱ

195,980 older with poteneed for social services In San

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 18+ Caregivers served by Sourcewise

Age Range	Consumers Served
18 -54	9,040
55 -59	2,556
60 - 64	2,089
65 - 69	1,116
70 - 74	550
75+	969

Demographics of 65+ Consumers served by Sourcewise

Age Range	Consumers Served
65 - 69	1,796
70 - 74	1,323
75+	4,401

*Count includes reported ages

ⁱ Santa Clara Profile, sccgov.org (2016)

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

- ⁱⁱⁱ Santa Clara Profile, sccgov.org (2016)
- ^{iv} Ortman, Velkoff, & Hogan "An Aging Nation" (2014); Johnson "Just the Facts, California's Future Population" (2016)



IMPACT

FY 15-16

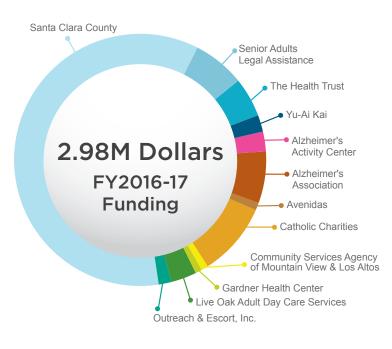


Aneliza Del Pinal adelpinal@mysourcewise.com



REAL ACTIONS





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

Access Our Network







Connection mysourcewise.com

Resource



Office Locations: San Jose Morgan Hill



(408) 350-3200

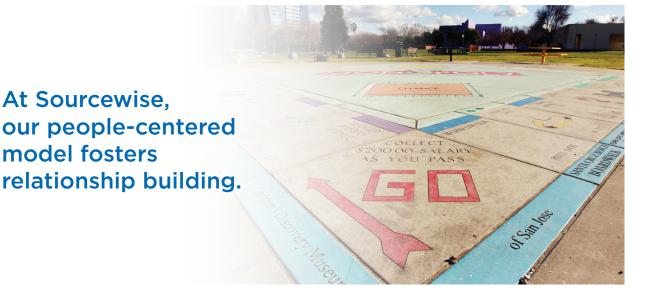
Phone



Email community@ mysourcewise.com



TESTIMONIALS



"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 evergrowing 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.



Seong Hinman

In her 30 years as a Finance and Operations executive, Seong brings a strong track record of maximizing value of nonprofit and for profit organizations. She is a skilled negotiator with international experience ranging from startups to large public corporations. Using a handson approach, Seong has implemented Enterprise Resource Planning software to streamline operations across entire organizations and provide real-time visibility to make better, faster decisions. While her accomplishments are many, one of her more notable endeavors was as CFO of GJM Garments, where she led the optimization of a close calendar.

BOARD OF DIRECTORS

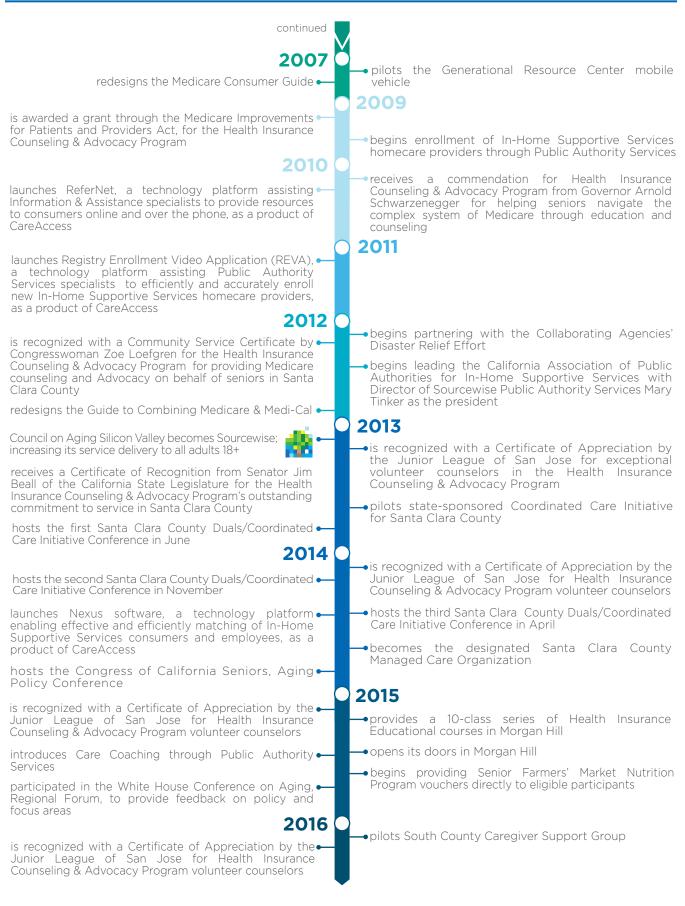
- Michal Mendoza, President
- Jeff Tepper, First Vice President
- Bea Robinson-Mendez, Second Vice President
- Robert MacLaughlin, Secretary

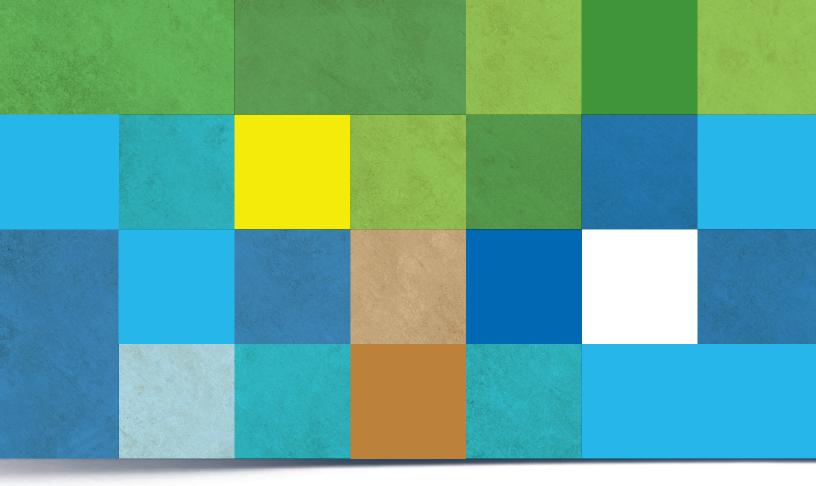
- Mitsu Kumagai, Treasurer
- Andy Chatterjee, Board Member
- Dr. Anita Mukherjee, Board Member



THE SOURCEWISE STORY 1973 Council on Aging Silicon Valley opens its doors to the public 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 the local Information & Referral program 1985 receives the Grant for the first Health Insurance. Counseling & Advocacy Program in Santa Clara County pilots the state-sponsored Linkages program 1986 offers Multipurpose Senior Service Program to provide social and health care management 1995 pilots a registry of County-employed caregivers to • selected as a California delegate for the White House serve IHSS consumers 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 a hosted services software for Health and is awarded a technology fund by the California Health • Human/Social Services professionals Care Foundation to update hardware/software for the Health Insurance Counseling & Advocacy Program 1999 begins to host Advisory Board meetings for the. begins issuing Valley Transit Authority Eco Passes to In-Home Supportive Services homecare through Public In-Home Supportive Services Public Authority Authority Services begins providing Information & Assistance as a direct • service 2000 begins offering training to In-Home Supportive Services consumers through Public Authority Services creates the first Guide to Combining Medicare and • Medi-Cal for Santa Clara County launches Q Continuum, a technology platform that begins administering health plan benefits for eligible • matches pre-screened homecare providers with consumer independent providers through Public Authority Services needs and preferences, as a product of CareAccess 2001 begins administering dental and vision benefits for eligible In-Home Supportive Services homecare pilots the state-sponsored Senior Farmers' Market providers, through Public Authority Services Nutrition Program 2002 pilots Urgent Care Registry, through Public Authority enhances Senior Employment Services into an • Services Employment Program 2004 is awarded the Medicare Modernization Act Part D Grant, • for the Health Insurance Counseling & Advocacy Program pilots the InfoVan program, a statewide information and education program 2005 pilots the Federally-sponsored Family Caregiver Support Program 2006 is recognized with a Certificate of Appreciation for Health Insurance Counseling & Advocacy Program services pilots the Caregiver Support Group provided during the implementation of Medicare Prescription Drug Benefit Open Enrollment offers classroom training for homecare providers continued







Since 1973



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Sourcewise is a registered 501(c)(3) nonprofit organization.