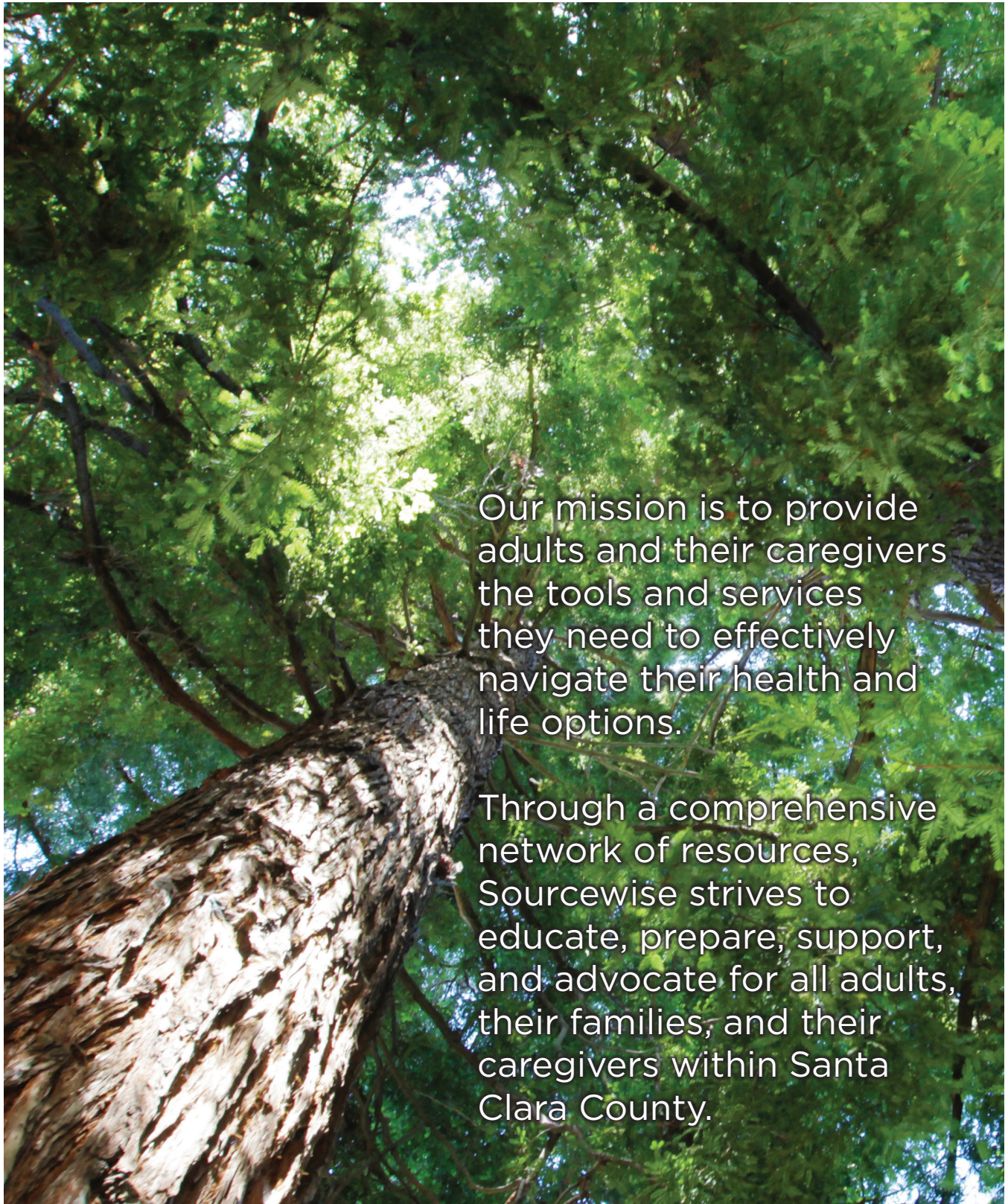


Investing in community networks for all adults, families, and caregivers in Santa Clara County.

# 2017 Media Kit

# 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>

# 110,307

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

# 195,980

adults ages 65 and older 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>



# 83,049\*

Consumers served by Sourcewise in FY2015-2016

## 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

<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 2015-2016

<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)

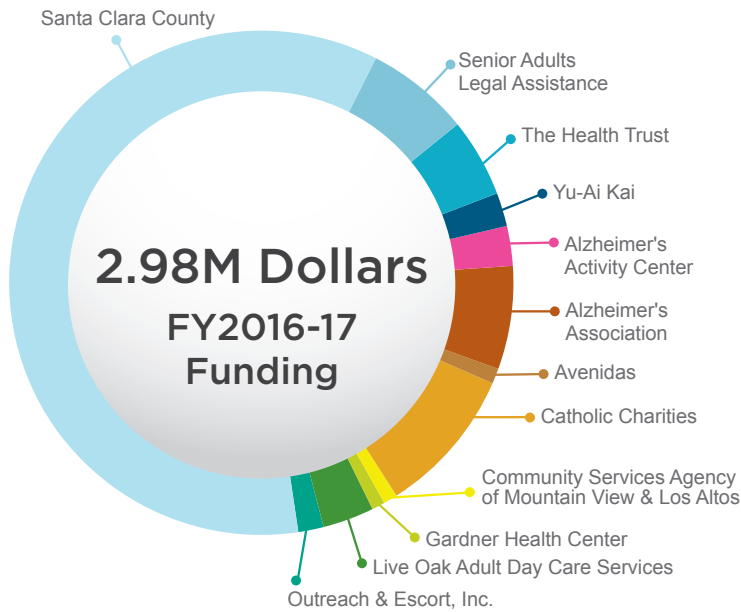
# IMPACT

FY 15-16

## Sourcewise Provided



# REAL ACTIONS



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

## Access Our Network



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



**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.



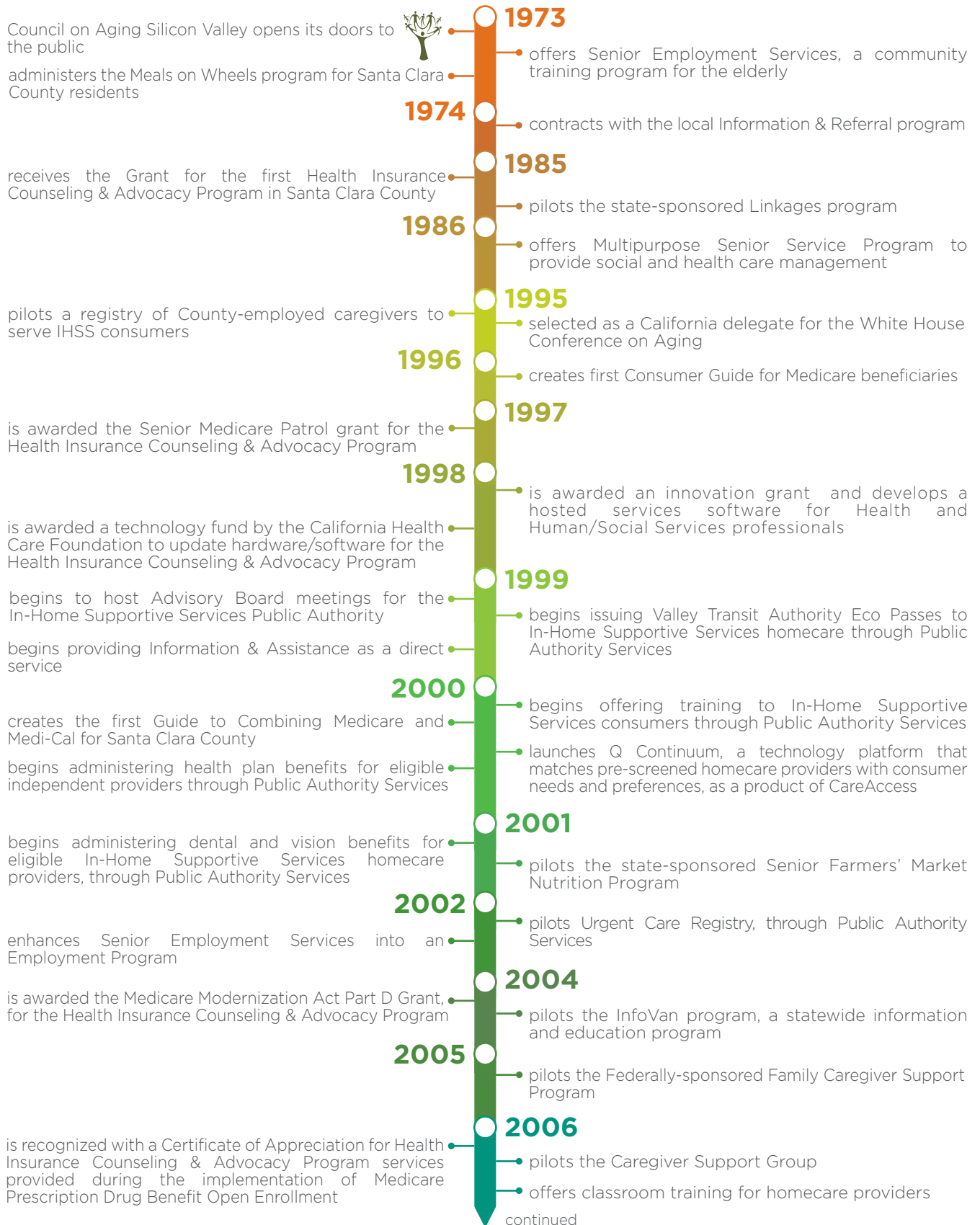
## Seong Hinman

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 hands-on 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.

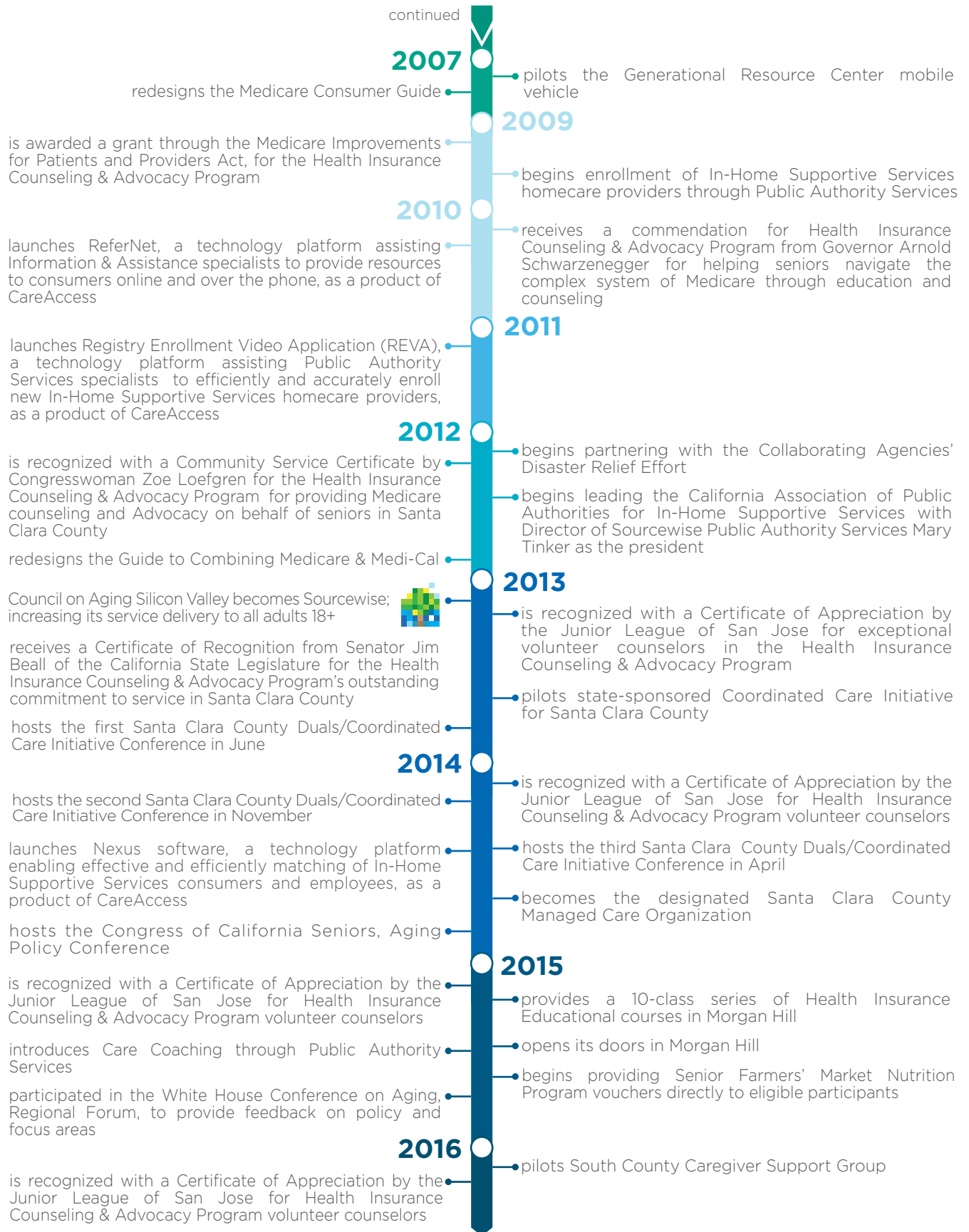
## BOARD OF DIRECTORS

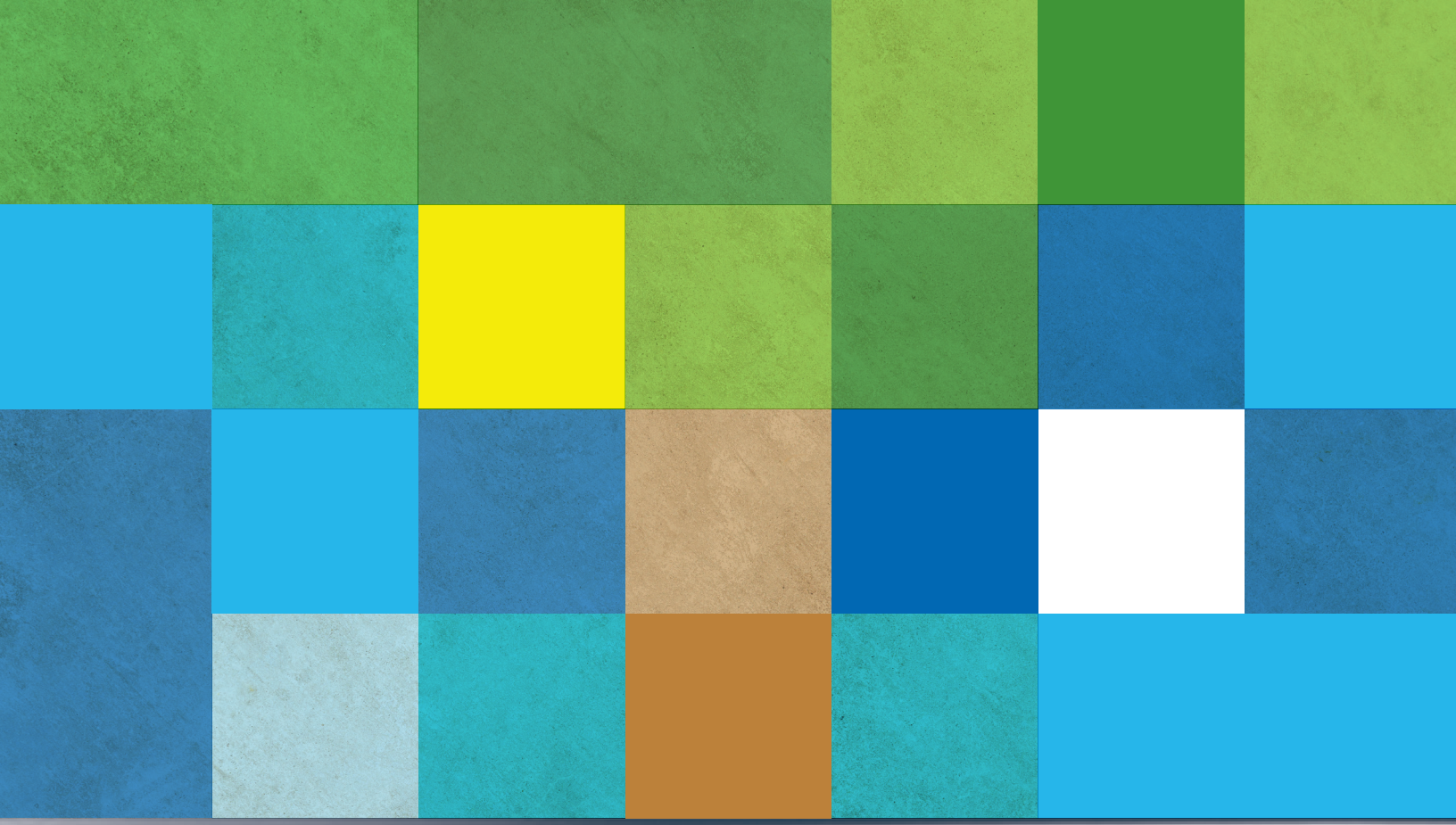
- Michal Mendoza, President
- Jeff Tepper, First Vice President
- Bea Robinson-Mendez, Second Vice President
- Robert MacLaughlin, Secretary
- Mitsu Kumagai, Treasurer
- Andy Chatterjee, Board Member
- Dr. Anita Mukherjee, Board Member

# THE SOURCEWISE STORY









*Since 1973*



SOURCEWISE  
COMMUNITY RESOURCE SOLUTIONS

## 2017 Media Kit