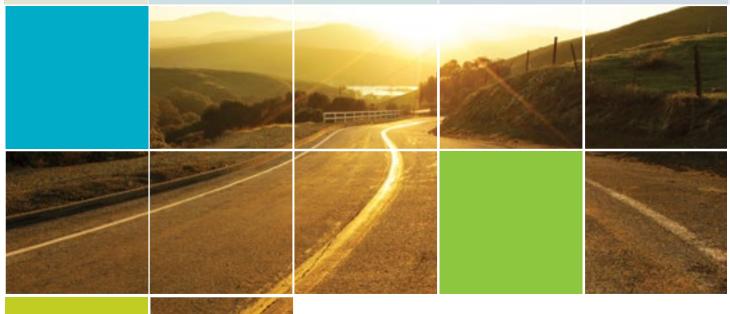


Investing in community networks for all adults, families, and caregivers in Santa Clara County.





2018 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 Countyi

132,604 Adults curred using social

Adults currently

195,980

Adults age 65 with potential need for social services in Santa Clara Countyiii

2030

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

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:

Santa Clara Profile, sccgov.org/ (2016)

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

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 16-17

Sourcewise Provided

1.29M

5,537



Nutritional education presentations to a total of 838 attendees on topics: "Hypertension, Food Waste and Safety, Exercise & Weight Control,

Carbs & Protein"

Farmers' Market nutrition vouchers distributed to individuals needing food assistance, 25% of whom were caregivers

5,668

Individuals newly enrolled as homecare providers



Individuals with information on available services, at Outreach events

23,099

Individuals with a customized lists of referrals to op community organizations 1,876

Homecare providers with training



Service providers listed in our public resource directory including 29 new providers

Classes offered to homecare providers, in 4 languages



Individuals with health insurance educationinteractive presentations • and resource

Community presentations about Medicare changes for 2017



Stateregistered Health Insurance counseling volunteers who speak



Different languages

Counseling sites located conveniently throughout Santa Clara County

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

22,072

Attendees with information about the Health Insurance Counseling & Advocacy Program, at Resource Fair booths/special events*

Referral lists of available caregivers to individuals needing in-home assistance

Individuals with a person-centered care plan to keep them safe and living at

Individuals with employment assistance



Participants with unsubsidized employment





Events throughout Santa Clara County in which Sourcewise participated or presented information on services available

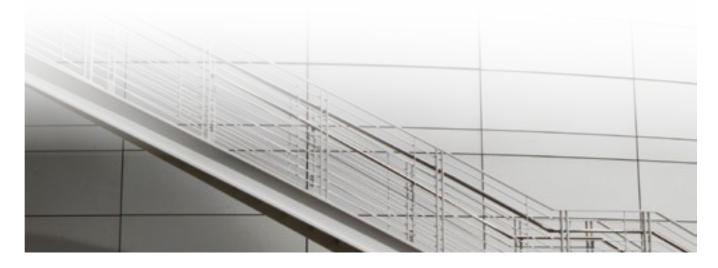
Community-based organizations who hosted Employment participants

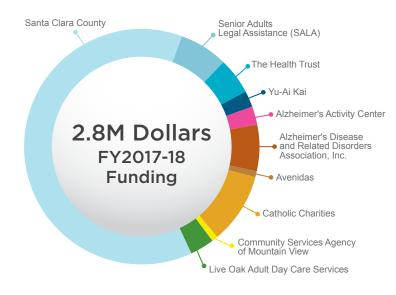


*estimate



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



Media Center Newsletter



Office Locations: San Jose Morgan Hill



Phone (408) 350-3200



Email 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







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.

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

pilots the state-sponsored Linkages program •

1985

 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

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

1995

1997

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

creates first Consumer Guide for Medicare beneficiaries

1996

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

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

2002

pilots Urgent Care Registry, through Public ► Authority Services

begins offering training to IHSS consumers through Public Authority Services

2001

 pilots the state-sponsored Senior Farmers' Market Nutrition Program

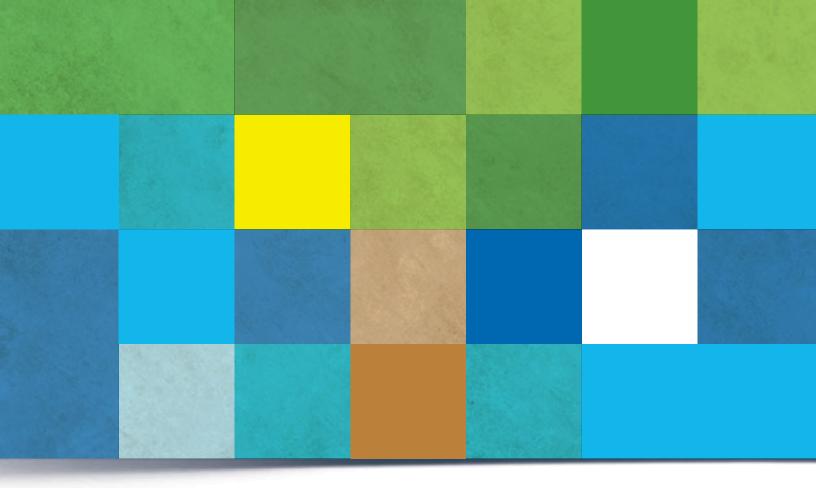
2004

 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

2007 receives the International Council on Active Aging Industry Innovators Award pilots the Generational Resource Center mobile vehicle • launches the Online Resource Directory to provide easy access to a current, thorough and customizable list of services available to seniors and caregivers in Santa Clara County 2009 receives Community Builder Award from Work2future receives the Aging Service Collaborative in recognition of contributions and leadership Leadership Award FY09/10 2010 receives a commendation from Governor Arnold Schwarzenegger awarded to the Health Insurance Counseling & Advocacy Program for helping seniors navigate the complex system of Medicare through 2011 education and counseling receives the Pride of San Jose Award in recognition of leadership in helping save senior center meals in San Jose by forming the Senior Nutrition Task Force 2012 receives the Heart of the Valley Making a Difference begins partnering with the Collaborating Agencies' Award in grateful recognition of the contribution and Disaster Relief Effort promotion of independence for seniors 2013 Council on Aging Silicon Valley becomes pilots state-sponsored Coordinated Care Initiative for • Sourcewise; increasing its service delivery to all Santa Clara County adults 18 and older hosts the first Santa Clara County Duals/Coordinated Care Initiative Conference in June 2014 the second Santa Clara County third County • hosts the Santa Clara Duals/Coordinated Care Initiative Conference in April Duals/Coordinated Care Initiative Conference in November • becomes the designated Santa Clara County hosts the Congress of California Seniors, Managed Care Organization Aging Policy Conference 2015 provides a 10-class series of Health Insurance introduces Care Coaching through Public Authority Educational courses in Morgan Hill Services begins providing Senior Farmers' Market Nutrition • opens new office in Morgan Hill Program vouchers directly to eligible participants 2016 pilots South County Caregiver Support Group • 2017 creates and pilots the Speedy Shuttle, a • develops the Sourcewise Transit Service, a free, transportation option for senior residents in South accessible, door-to-door transportation service to County senior centers for older adults



Since 1973



2018 Media Kit