



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

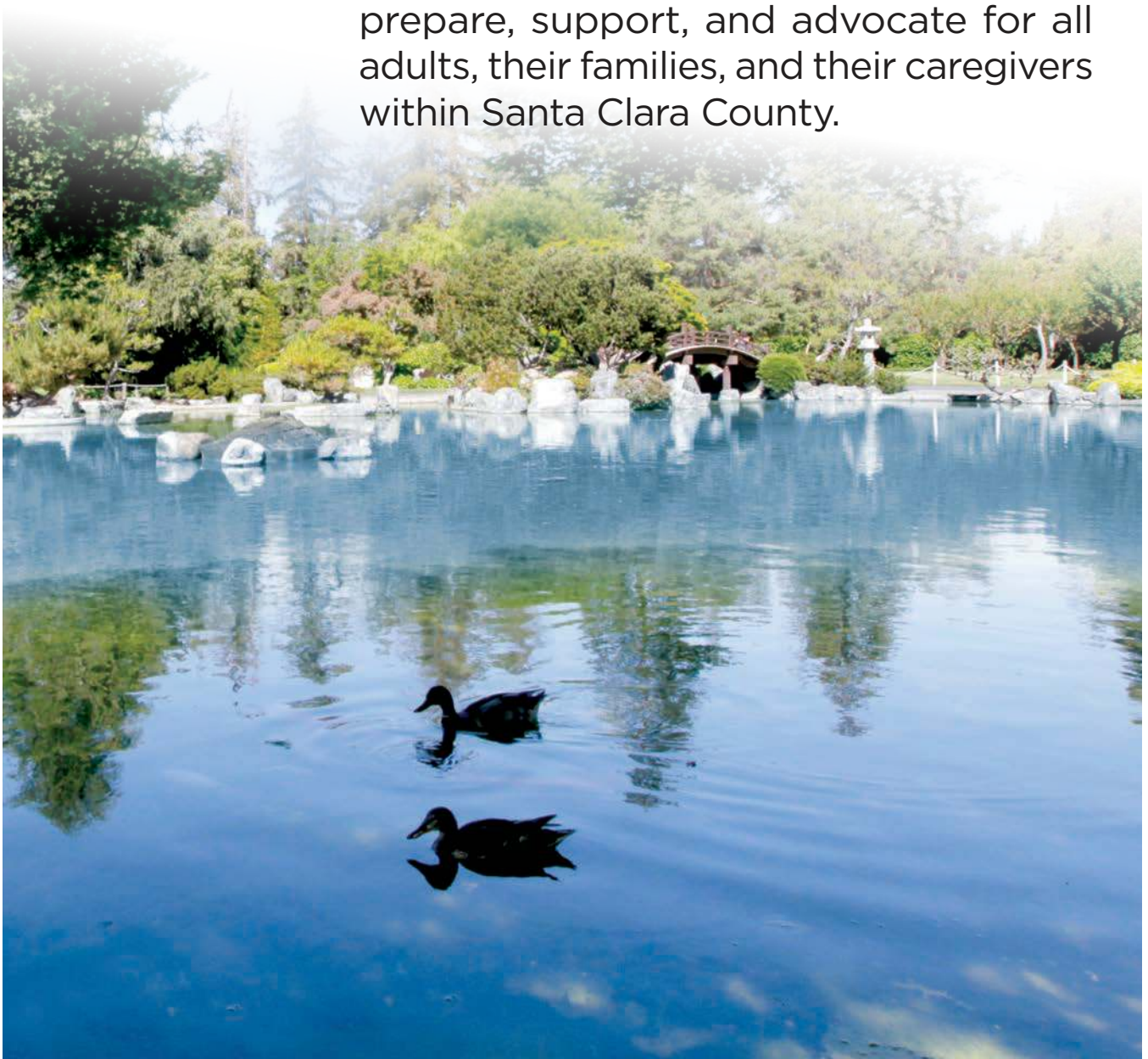


# 2020 Media Kit

# 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



# 1,399,621

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

# 100,235

Consumers who received services by Sourcewise in FY2019-2020

# 267,971

Adults ages 65 and older with potential need for social services in Santa Clara County<sup>ii</sup>

# By 2030

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

## Demographics of Caregivers\*

Age Range	Consumers Served
18-54	14,672
55-59	4,316
60-64	4,156
65-69	2,683
70-74	1,301
75+	1,717

## Demographics of Consumers 65+\*

Age Range	Consumers Served
65-69	3,613
70-74	3,882
75+	18,535

\*Count includes reported ages

### Sources:

<sup>i</sup> United States Census, Santa Clara County; census.gov (2019)

<sup>ii</sup> United States Census, Santa Clara County; census.gov (2019)

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

# IMPACT

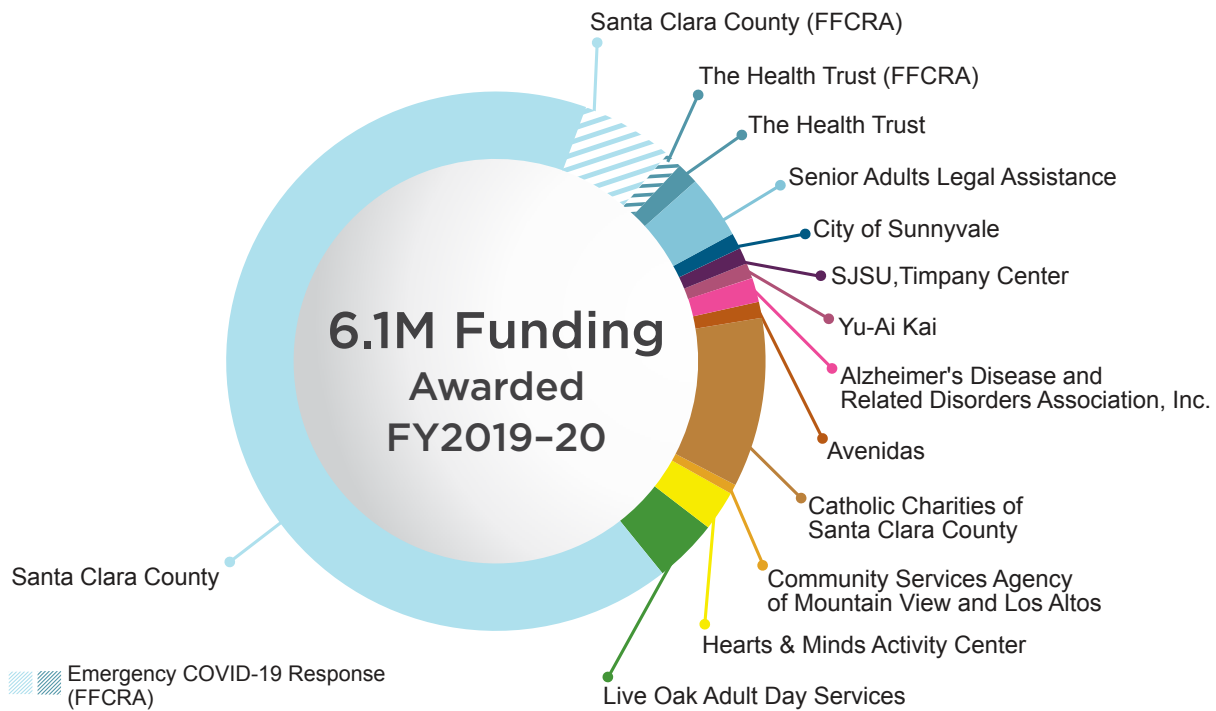
FY 19-20



# 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:**  
Santa Clara  
Morgan Hill



**Phone**  
(408) 350-3200



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

# TESTIMONIALS

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



*“With the negativity in all the news, having food is one less thing for me to deal with since I live alone with vertigo and arthritis limiting my movements. The Great Plates Delivered Program is a blessing and I’m thankful!” - Rhoda*

*“Thank you for the important work that you do for our health care system and the community. I felt like I was in the dark and now I have information that I need. High five from over the phone!” - Jennifer*

*“Your presence at the Gilroy Senior Center was so valuable. Me and my peers always knew we could count on Sourcewise for support.” - Socorro*

*“I would like to thank the Public Authority Registry. I am very grateful for all the I’ve been receiving. Being a Vietnam Vet hasn’t been easy. Angelina [Registry Manager] is a true blessing and is my angel.” - Steve*

*“My mom is 85 years old and does not drive. I work all day and could not take her. It’s a blessing. I like the [South County Transit Services] because my mom goes and talks to other people. She can also go do some classes at the senior center and that always helps.” - Milly*

*“Thank you for your assistance and patience with all of my questions [about enrolling as a provider]. You have been knowledgeable and extremely helpful.” - Andy*

# 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.

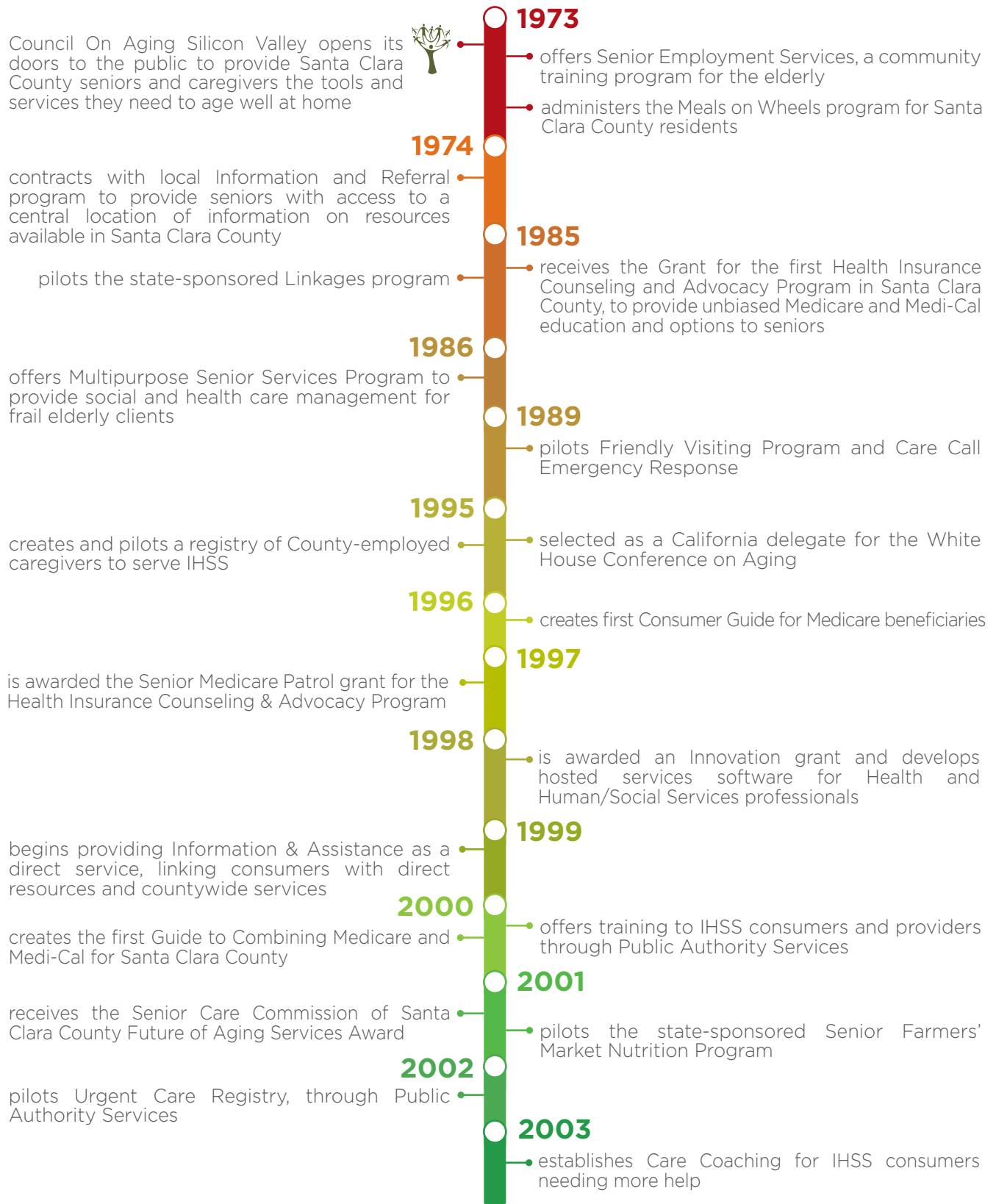
## BOARD OF DIRECTORS

- Jeff Tepper, President
- Sonya Casares, First Vice President
- Robert MacLaughlin, Second Vice President
- Matthew Woodruff, Treasurer
- Michal Ann Mendoza, Board Member
- Heather Severson-Tanez, Board Member

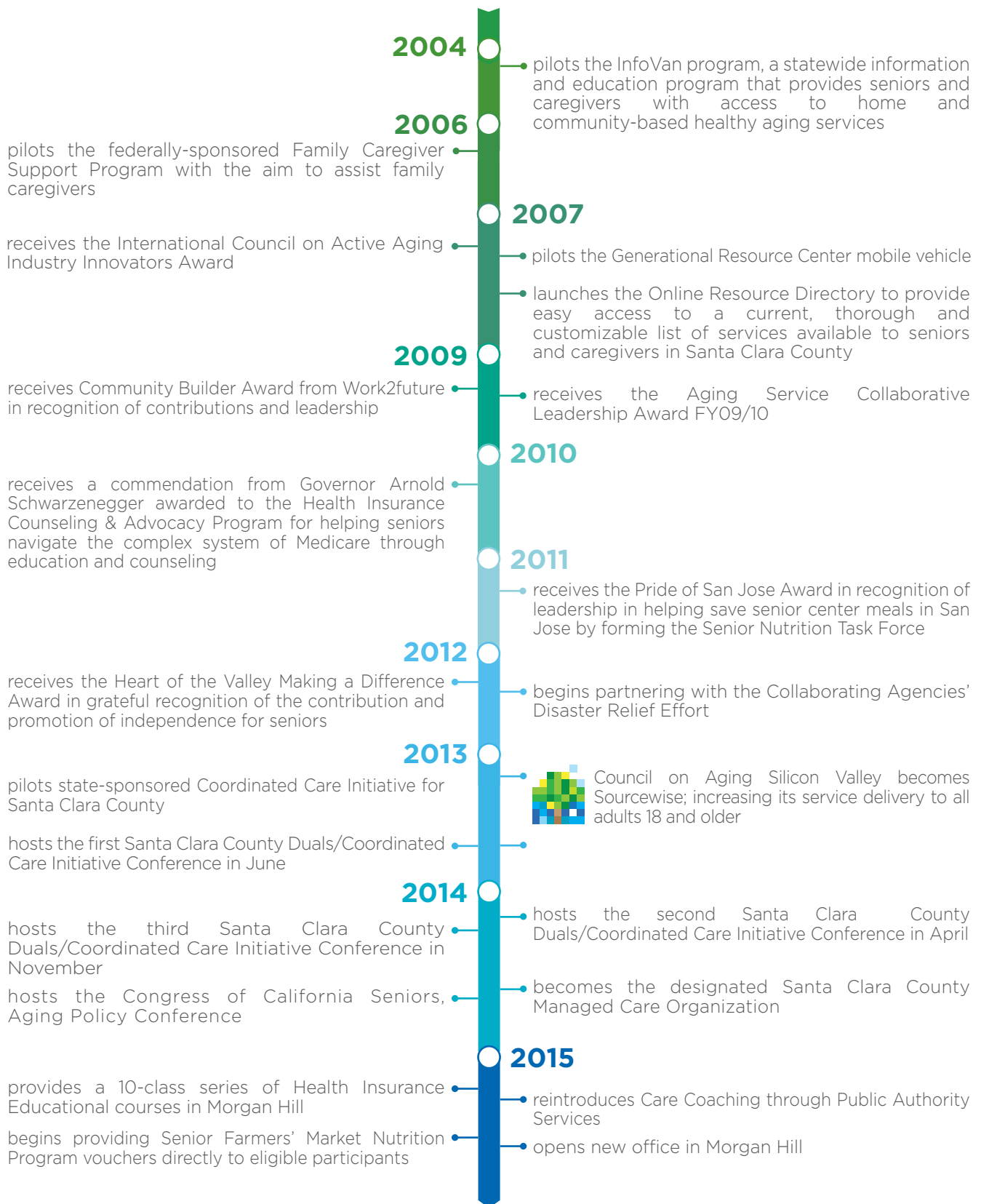
## PROGRAM DIRECTORS

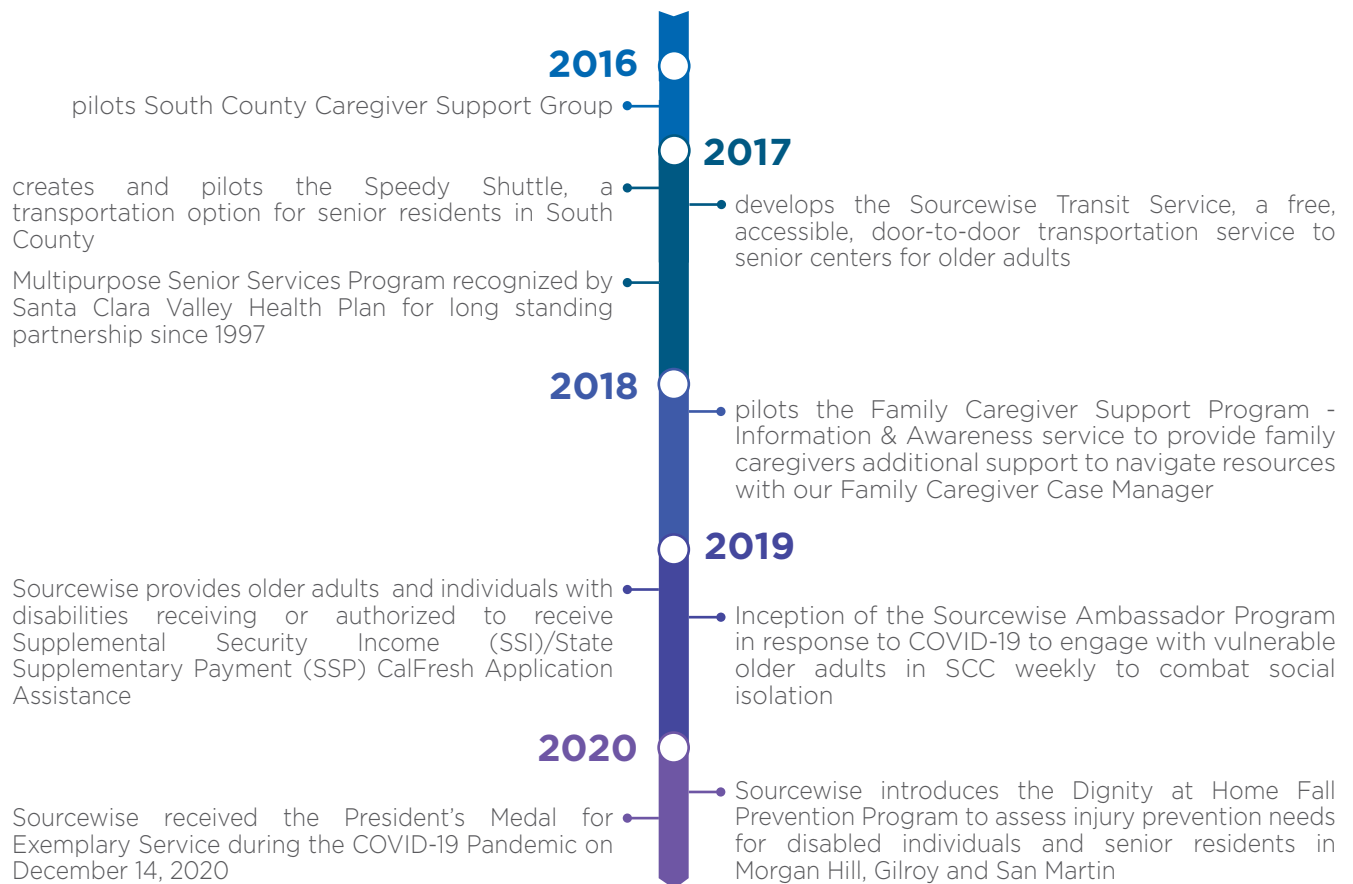
- Elizabeth Brown, Information & Awareness, Planner
- Marcelo Espiritu, Health Insurance Counseling & Advocacy Program
- Nolan Feliciano, Networks & Infrastructure
- Rose Fontes, Meals on Wheels, Senior Employment Services
- Edith Gong, Public Authority Services by Sourcewise
- Rosie Jimenez, South County Services
- Judy Nguyen, Finance
- Linda Phillips, Community Development
- Lisa Whitmore, Care Management

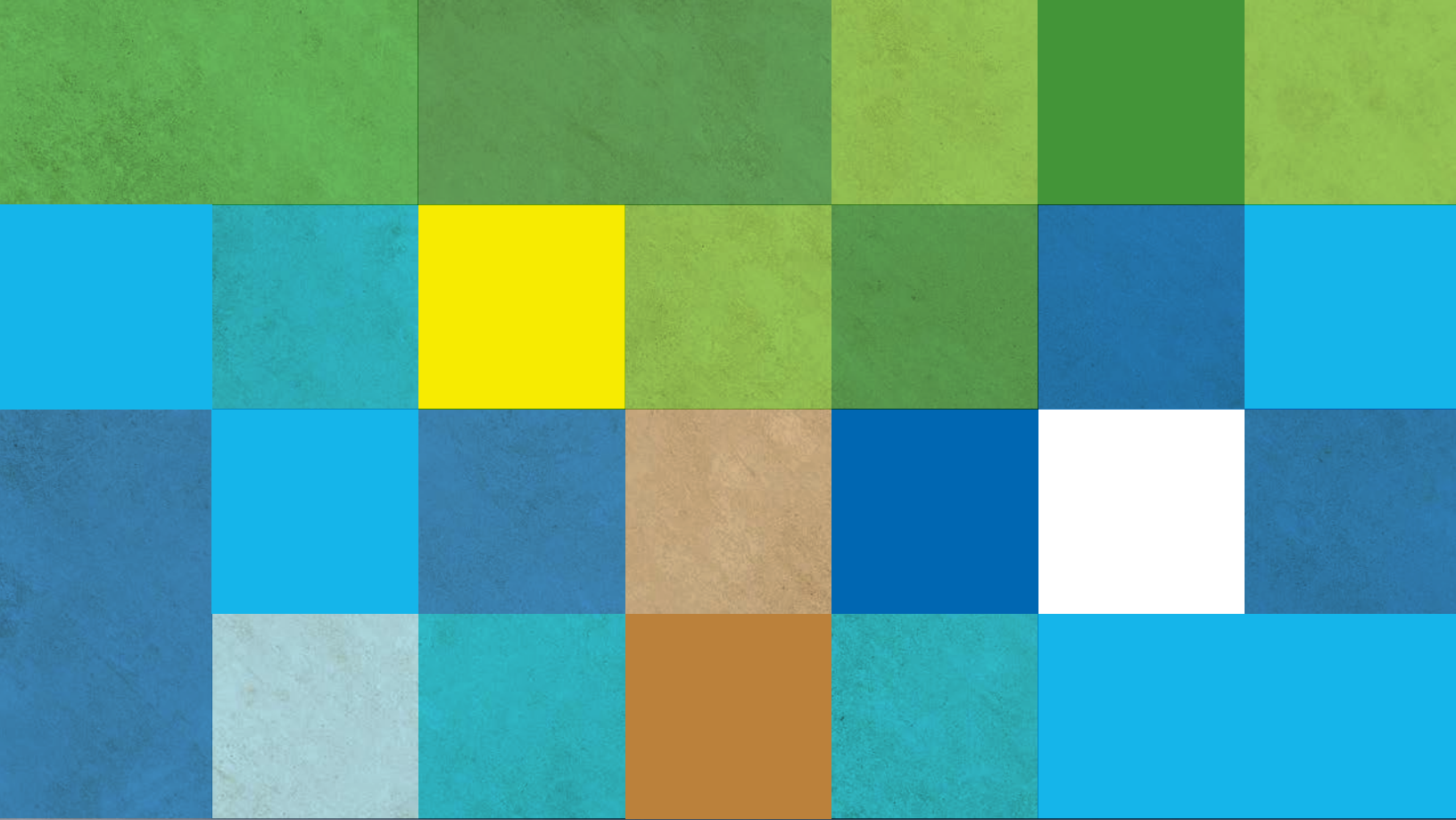
# THE SOURCEWISE STORY



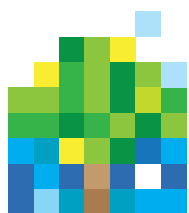








*Since 1973*



SOURCEWISE  
COMMUNITY RESOURCE SOLUTIONS

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