

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



2020 Media Kit

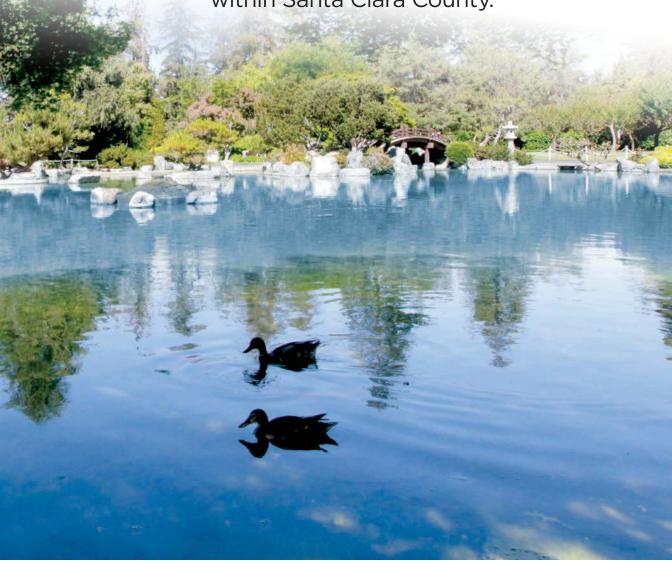




## **MISSION**

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 Countyi

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>

### **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

2030

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

### **Demographics of Consumers 65+\***

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

\*Count includes reported ages

#### Sources:

United States Census, Santa Clara County; census.gov (2019)

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

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



## **IMPACT**

FY 19-20

664,069 Home-Delivered Meals to

1.676 Individuals

48,953 COVID-19 emergence

emergency meals to older adults in Santa Clara County

190

Nutritional education presentations on Nutritional Supplements, Fiber, Nutrition & Health

Individuals received CalFresh Benefits one-on-one application assistance



7,594

Rides provided to community/senior center for socialization and meal options



2,605

Individuals with information on available services, at community events, 13% of whom were caregivers

57,569

Individuals with a customized lists of referrals to



1,620

Homecare providers with training



Service providers listed in our public resource directory



Classes offered to homecare providers, in 4 languages



12,827

Individuals with health insurance education and information



38 State-registered State-Health Insurance

counseling volunteers



Languages spoken by staff and volunteers

Counseling sites located conveniently throughout Santa Clara County



Homebound seniors connected with Sourcewise **Ambassadors** How through weekly wellness



21,892

Homecare providers with health/dental/ vision and transportation benefits

4,221

Caregivers with a customized list of referrals to community organizations

4,241

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

Individuals with a person-centered careplan to keep them safe and living at home



calls

Sourcewise **Ambassadors** Volunteers dedicated to servina their community

1,624

Individuals with personalized health insurance education and counseling



855

Individuals with in-home visits to assess needs and and provide access to food

5,324

Individuals newly enrolled as homecare providers



6,778

Problem solving discussions and interventions with Consumers



and homecare providers

Individuals with employment assistance



Participants with unsubsidized employment





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

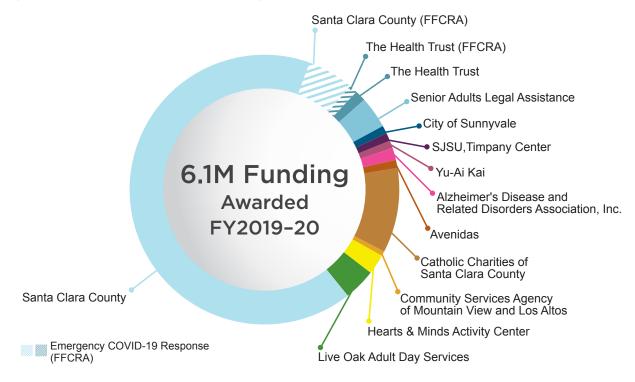
Community-based organizations who hosted **Employment** participants



## **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: Santa Clara Morgan Hill



Phone (408) 350-3200



Email 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







#### 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 levers 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

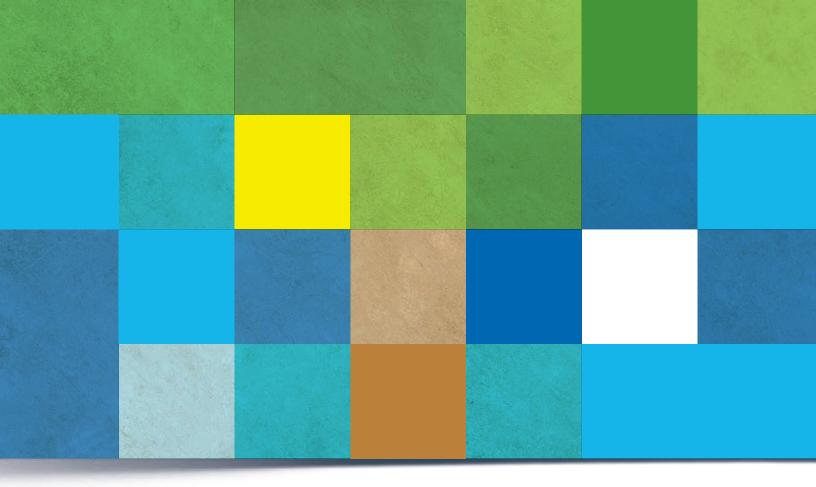


# THE SOURCEWISE STORY

Council On Aging Silicon Valley opens its offers Senior Employment Services, a community doors to the public to provide Santa Clara training program for the elderly County seniors and caregivers the tools and services they need to age well at home 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 1985 available in Santa Clara County receives the Grant for the first Health Insurance pilots the state-sponsored Linkages program • 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 1989 frail elderly clients pilots Friendly Visiting Program and Care Call Emergency Response 1995 selected as a California delegate for the White creates and pilots a registry of County-employed • House Conference on Aging caregivers to serve IHŠS 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 offers training to IHSS consumers and providers creates the first Guide to Combining Medicare and • through Public Authority Services Medi-Cal for Santa Clara County 2001 receives the Senior Care Commission of Santa • pilots the state-sponsored Senior Farmers' Clara County Future of Aging Services Award Market Nutrition Program 2002 pilots Urgent Care Registry, through Public • **Authority Services** 2003 establishes Care Coaching for IHSS consumers needing more help

2004 pilots the InfoVan program, a statewide information and education program that provides seniors and home caregivers with access to 2006 community-based healthy aging services pilots the federally-sponsored Family Caregiver • Support Program with the aim to assist family caregivers 2007 receives the International Council on Active Aging • pilots the Generational Resource Center mobile vehicle Industry Innovators Award 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 • Service Collaborative receives the Aging 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 second Santa Clara County hosts the third Santa Clara County • 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 • reintroduces 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 Multipurpose Senior Services Program recognized by • Santa Clara Valley Health Plan for long standing partnership since 1997 2018 pilots the Family Caregiver Support Program -Information & Awareness service to provide family caregivers additional support to navigate resources with our Family Caregiver Case Manager 2019 Sourcewise provides older adults and individuals with • disabilities receiving or authorized to receive Inception of the Sourcewise Ambassador Program (SSI)/State in response to COVID-19 to engage with vulnerable Supplemental Security Income Supplementary Payment (SSP) CalFresh Application older adults in SCC weekly to combat social Assistance isolation 2020 Sourcewise introduces the Dignity at Home Fall Prevention Program to assess injury prevention needs Sourcewise received the President's Medal for Exemplary Service during the COVID-19 Pandemic on for disabled individuals and senior residents in December 14, 2020 Morgan Hill, Gilroy and San Martin



Since 1973



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