

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



2020 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



Adults 18+ residing in Santa Clara Countyⁱ

100,235 Consumers who received services by Sourcewise in FY2019-2020

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		

Sources:

- ⁱ United States Census, Santa Clara County; census.gov (2019)
- ^{*ii*} United States Census, Santa Clara County; census.gov (2019)
- ⁱⁱⁱ Ortman, Velkoff, & Hogan "An Aging Nation" (2014); Johnson "Just the Facts, California's Future Population" (2016)

*Count includes reported ages

Adults ages 65 and older with potential need for social services in Santa Clara Countyⁱⁱ

267,971

the number of ^{By}2030

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



IMPACT FY 19-20						
986		190 Nutritional education presentations on Nutritional Supplements, Fiber, Nutrition & Health	446 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 community services	1,620 Homecare providers with training	914 Service providers listed in our public resource directory	149 Classes offered to homecare providers, in 4 languages		
12,827 Individuals with health insurance education and information	38 State-registered Health Insurance counseling volunteers 9 Languages spoken by staff and volunteers	42 Counseling sites located conveniently throughout Santa Clara County	65 Unpaid caregivers with temporary respite and a connection to existing resources for further support	979 Homebound seniors connected with Sourcewise Ambassadors through weekly wellness calls		
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	517 Individuals with a person-centered careplan to keep them safe and living at home	25 Sourcewise Ambassadors Volunteers dedicated to serving their community		
1,624 Individuals with personalized healt insurance education and counseling		with Ind sits to newly ds and homeca	,324 dividuals enrolled as are providers	6,7778 Problem solving discussions and interventions with Consumers and homecare providers		
115 Individuals with employment assistan	2 Participants of unsubsidized ance Individuals w supervised of training	ith	123 Events throughout Santa Clara County in which Sourcewise participated or presented information on services available	7 Community-based organizations who hosted Employment participants		

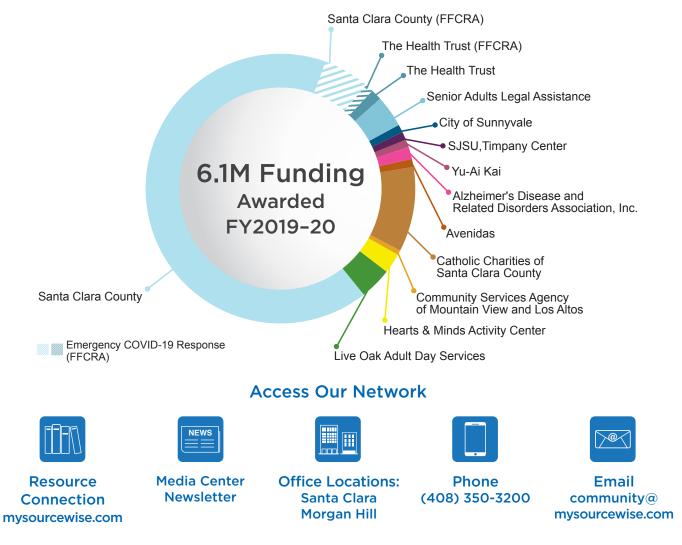
community@mysourcewise.com



REAL ACTIONS



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





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

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

"I would like to thank the Public Authority Registry. I am very grateful for all the help 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 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

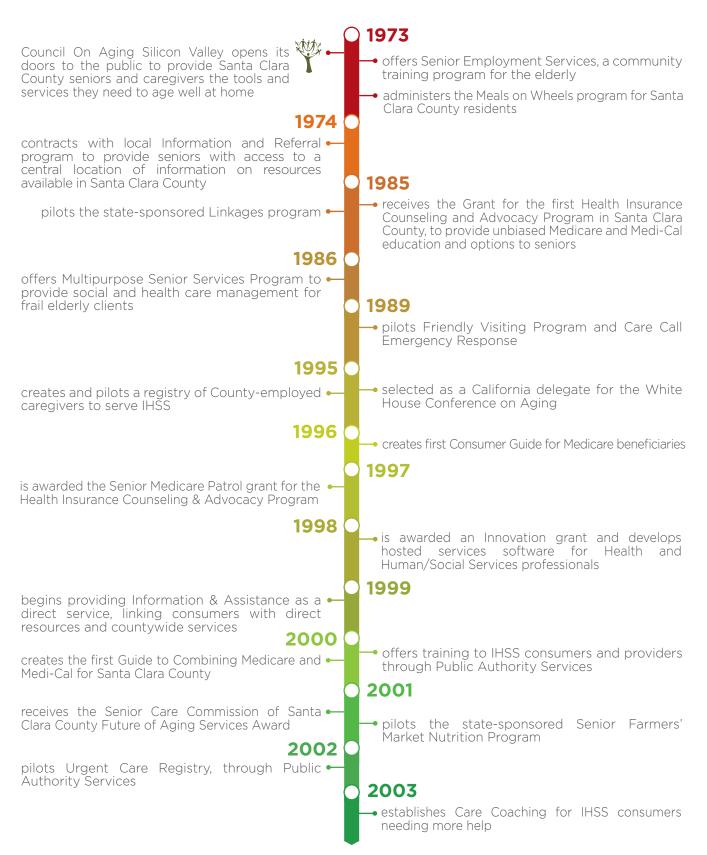
- Jeff Tepper, President
- Sonya Casares, First Vice President
- Robert MacLaughlin, Second Vice President
- Matthew Woodruff, Treasurer
- Michal Ann Mendoza, Board Member
- Heather Severson-Tanez, Board Member

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





2004

2006

pilots the federally-sponsored Family Caregiver • Support Program with the aim to assist family caregivers

receives the International Council on Active Aging • Industry Innovators Award

2009

receives Community Builder Award from Work2future - in recognition of contributions and leadership

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 education and counseling

2012 receives the Heart of the Valley Making a Difference ← Award in grateful recognition of the contribution and promotion of independence for seniors

2013

pilots state-sponsored Coordinated Care Initiative for Santa Clara County

hosts the first Santa Clara County Duals/Coordinated -Care Initiative Conference in June

2014

hosts the third Santa Clara County -Duals/Coordinated Care Initiative Conference in November

hosts the Congress of California Seniors,
Aging Policy Conference

provides a 10-class series of Health Insurance • Educational courses in Morgan Hill

begins providing Senior Farmers' Market Nutrition -Program vouchers directly to eligible participants 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

2007

- 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
- receives the Aging Service Collaborative Leadership Award FY09/10

2010

2011

- 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
- begins partnering with the Collaborating Agencies' Disaster Relief Effort

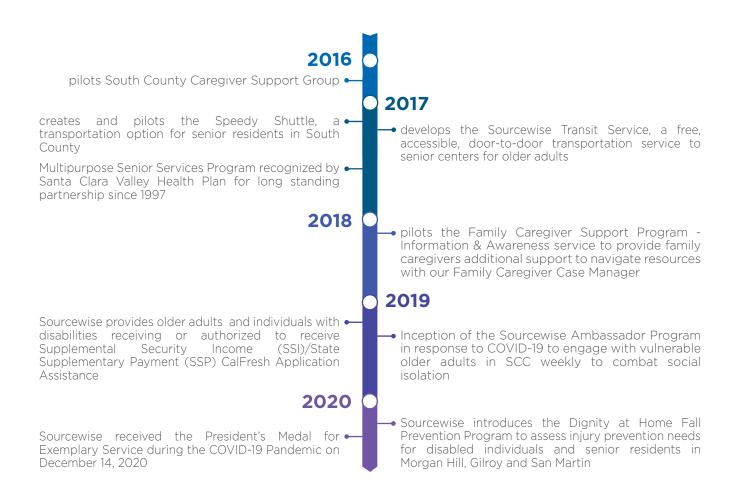
Council on Aging Silicon Valley becomes Sourcewise; increasing its service delivery to all adults 18 and older

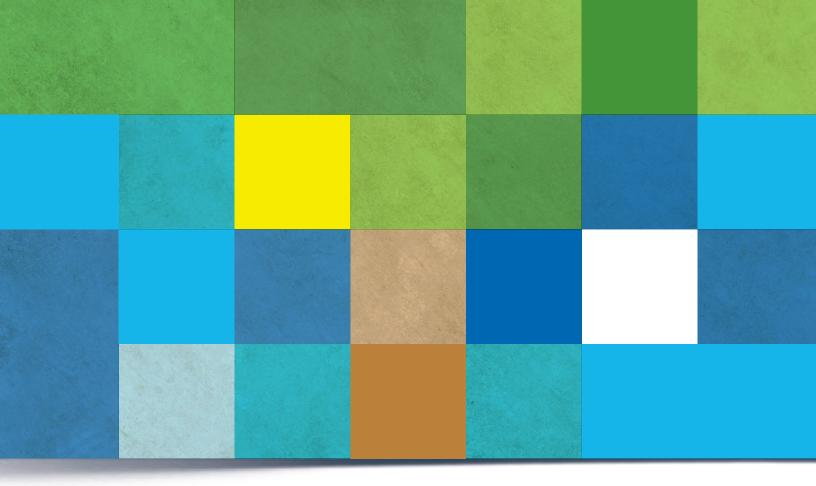
- hosts the second Santa Clara County Duals/Coordinated Care Initiative Conference in April
- becomes the designated Santa Clara County Managed Care Organization

2015

- reintroduces Care Coaching through Public Authority Services
- opens new office in Morgan Hill







Since 1973



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