



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



2021 Media Kit



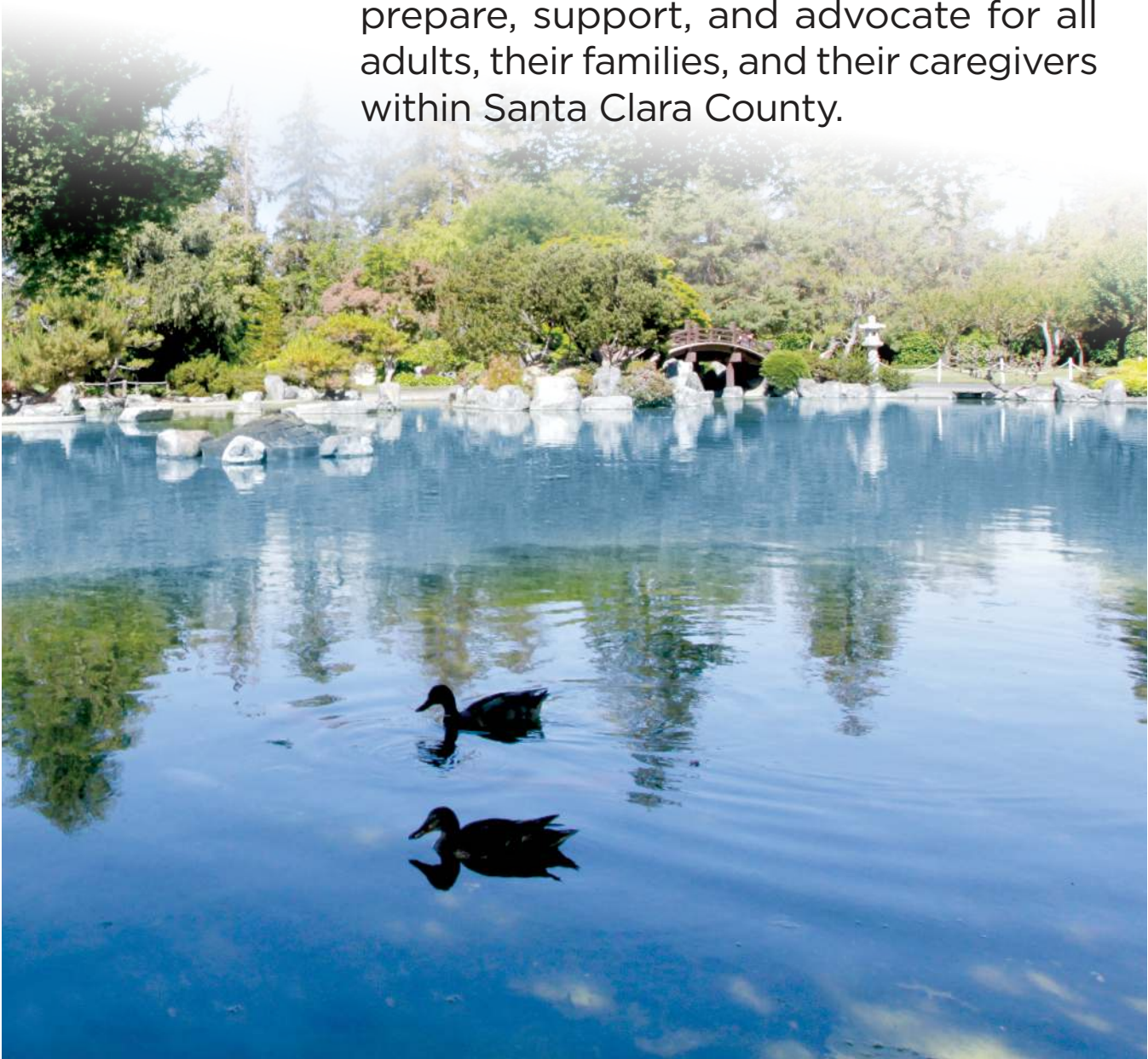
SOURCEWISE
COMMUNITY RESOURCE SOLUTIONS

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



1,936,259

Adults 18+ residing in Santa Clara Countyⁱ

85,420

Consumers who received services by Sourcewise in FY2020-2021

254,174

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

2010-2060

The population over age 60 will have an overall increase of 166 percent during the period from 2010 to 2060.ⁱⁱⁱ

Demographics of Caregivers*

| Age Range | Consumers Served |
|-----------|------------------|
| 18-54 | 15,000 |
| 55-59 | 4,369 |
| 60-64 | 4,235 |
| 65-69 | 3,115 |
| 70-74 | 1,371 |
| 75+ | 1,516 |

Demographics of Consumers 65+*

| Age Range | Consumers Served |
|-----------|------------------|
| 65-69 | 3,222 |
| 70-74 | 3,554 |
| 75+ | 16,847 |

*Count includes reported ages

Sources:

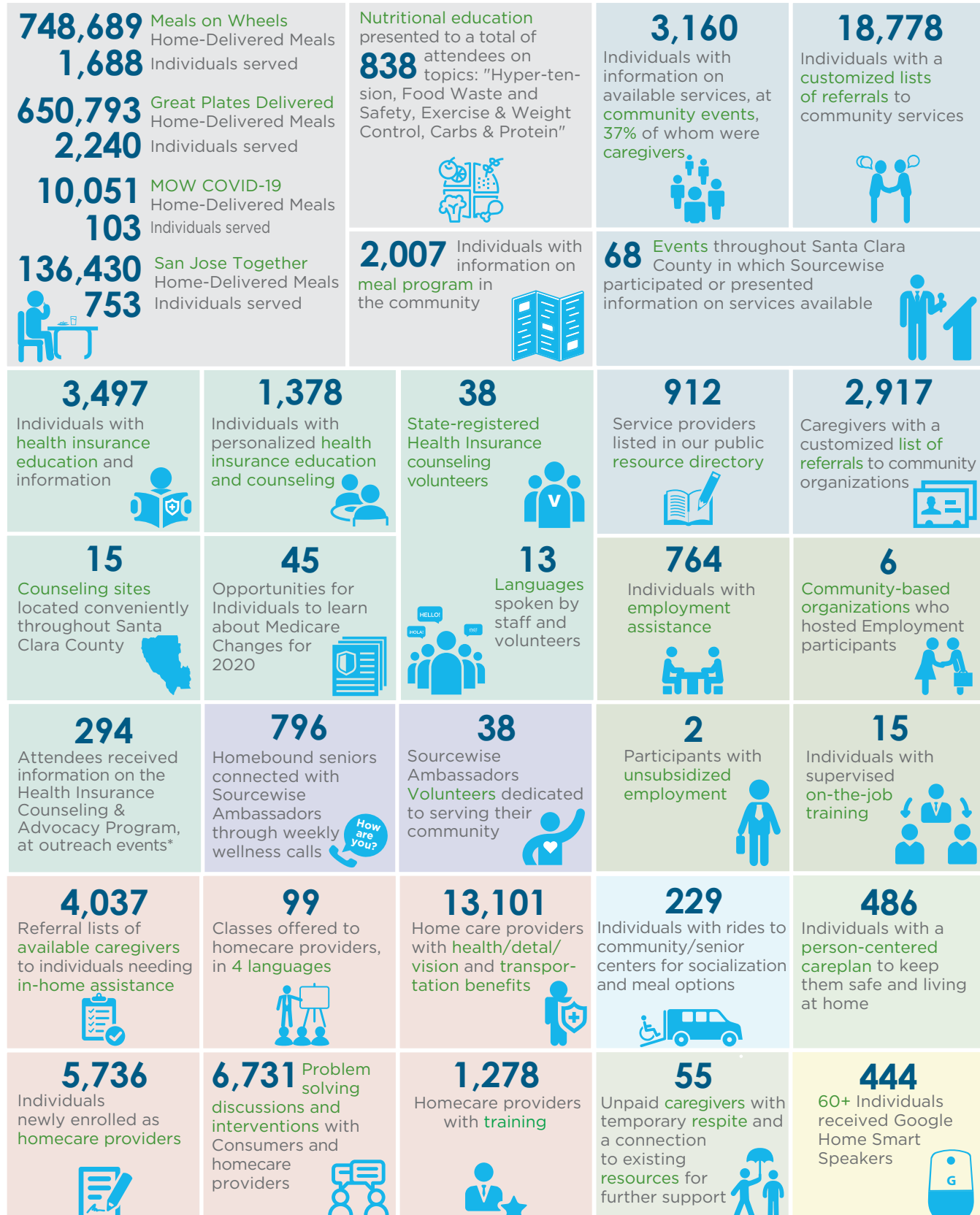
ⁱ <https://www.census.gov/quickfacts/santaclaracounty-california>

ⁱⁱ <https://worldpopulationreview.com/us-counties/ca/santa-clara-county-population>

ⁱⁱⁱ https://aging.ca.gov/Data_and_Reports/Facts_About_California's_Elderly/

IMPACT

FY 20-21

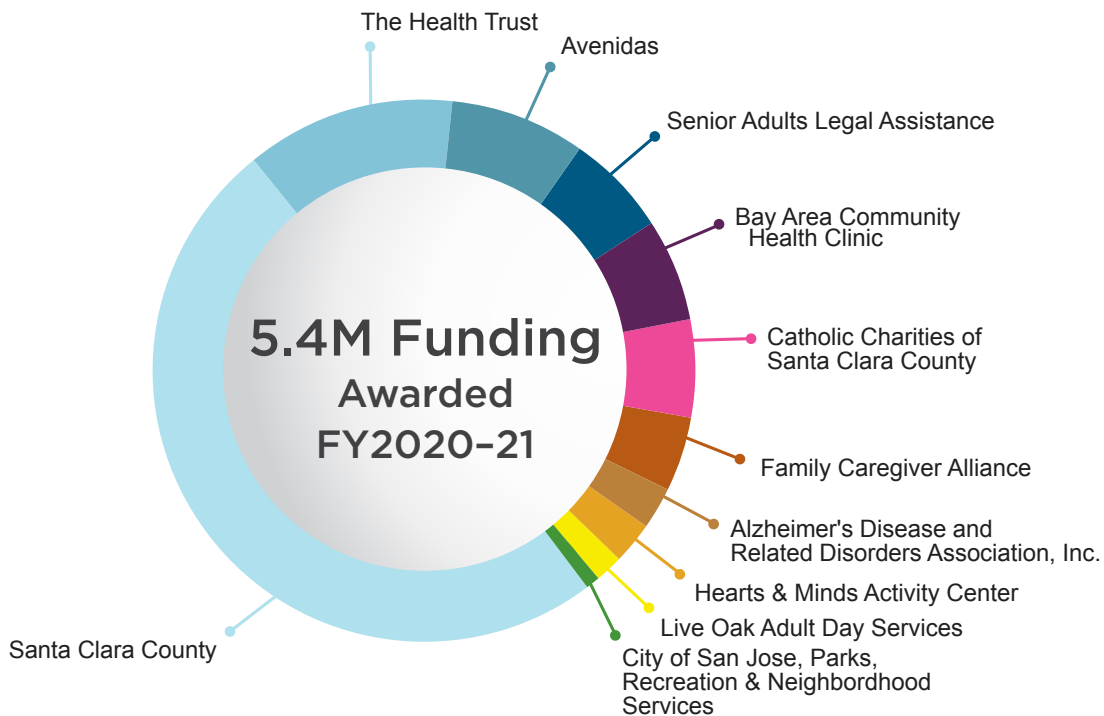


* estimate

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:
Santa Clara
Morgan Hill



Phone
(408) 350-3200



Email
community@mysourcewise.com

TESTIMONIALS

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



"Sourcewise has eliminated the stress finding resources out in the community so I could focus on my wellbeing and the treatment of my cancer. Sourcewise has provided resources with Great Plates Delivered, transportation and the Fall Prevention Program." - Vicki

*"My Case Manager makes me understand the things I need to know. My questions are always answered."
- Anonymous*

"Care Coordinator, Trang Lai [with Public Authority Registry] is wonderful. She really hit it out of the park and found me a match!" - Anonymous

"I had some questions regarding benefits. The most experienced person who could answer my questions was Dulce Rojas. She diligently called and took her time, explaining my situation in detail and there was a sense that she deeply cared about her clients." - Anonymous

*"Thank you for my Google Home system. The past two years have been difficult, but little gifts like your system have brought a bit of joy."
- Victor*

*Thank you for all your help. I am flabbergasted on how fast I received a return call from the Public Authority Registry. Your service is a God send."
- Refugio*

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.



Joe Flynn, Chief Operating Officer

Joe Flynn is an accomplished, creative C-Level executive highly regarded for extensive success digitally transforming manual business processes by defining, creating, and deploying multiple innovative, patented business solutions. Recognized as a charismatic and strategic thought leader with an entrepreneurial spirit and cross-functional expertise in leadership, process improvement, and revenue generation. Joe is a vision-driven, customer success fanatic known for going above and beyond to achieve harmony between customer needs and solutions brought to market.

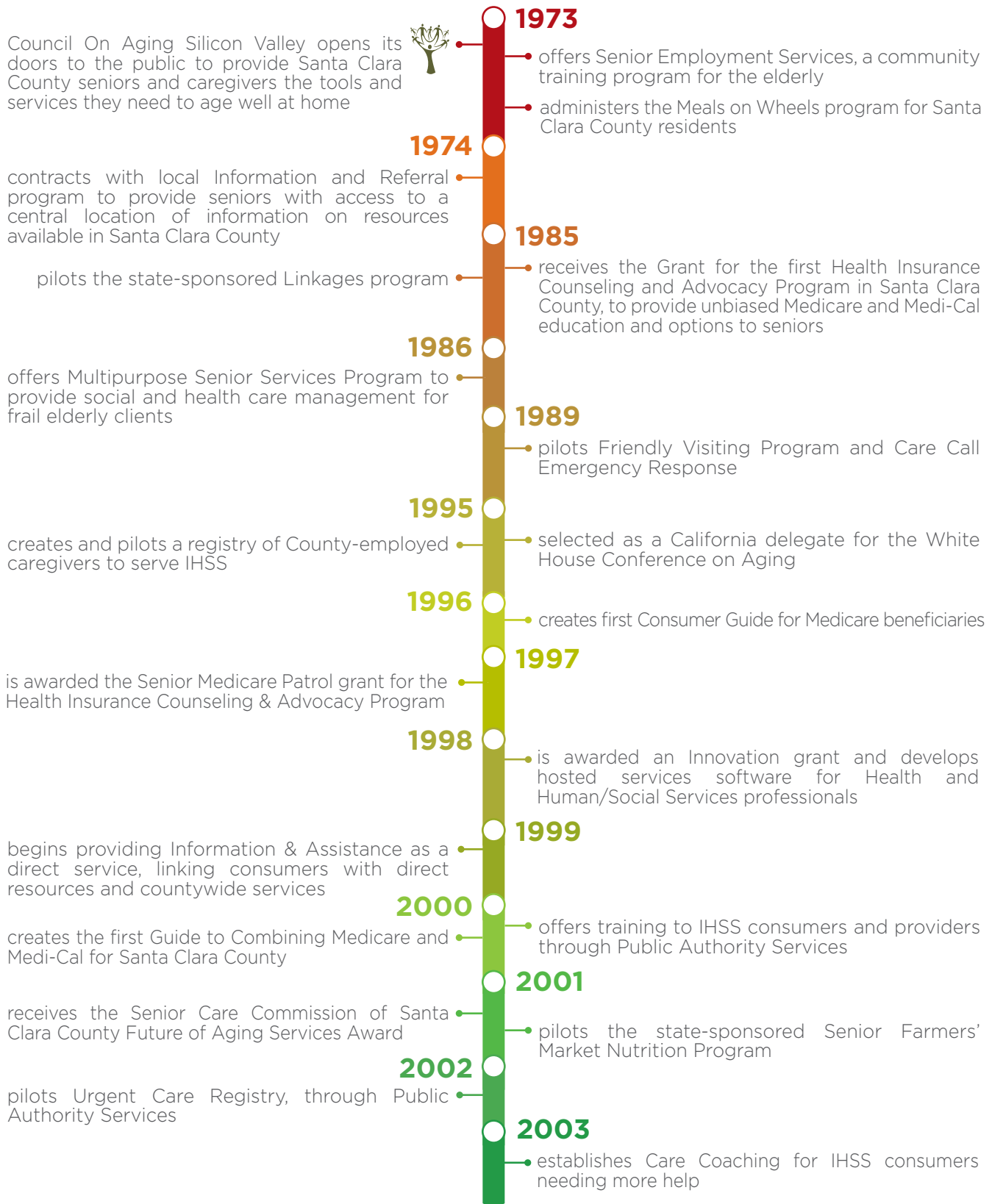
BOARD OF DIRECTORS

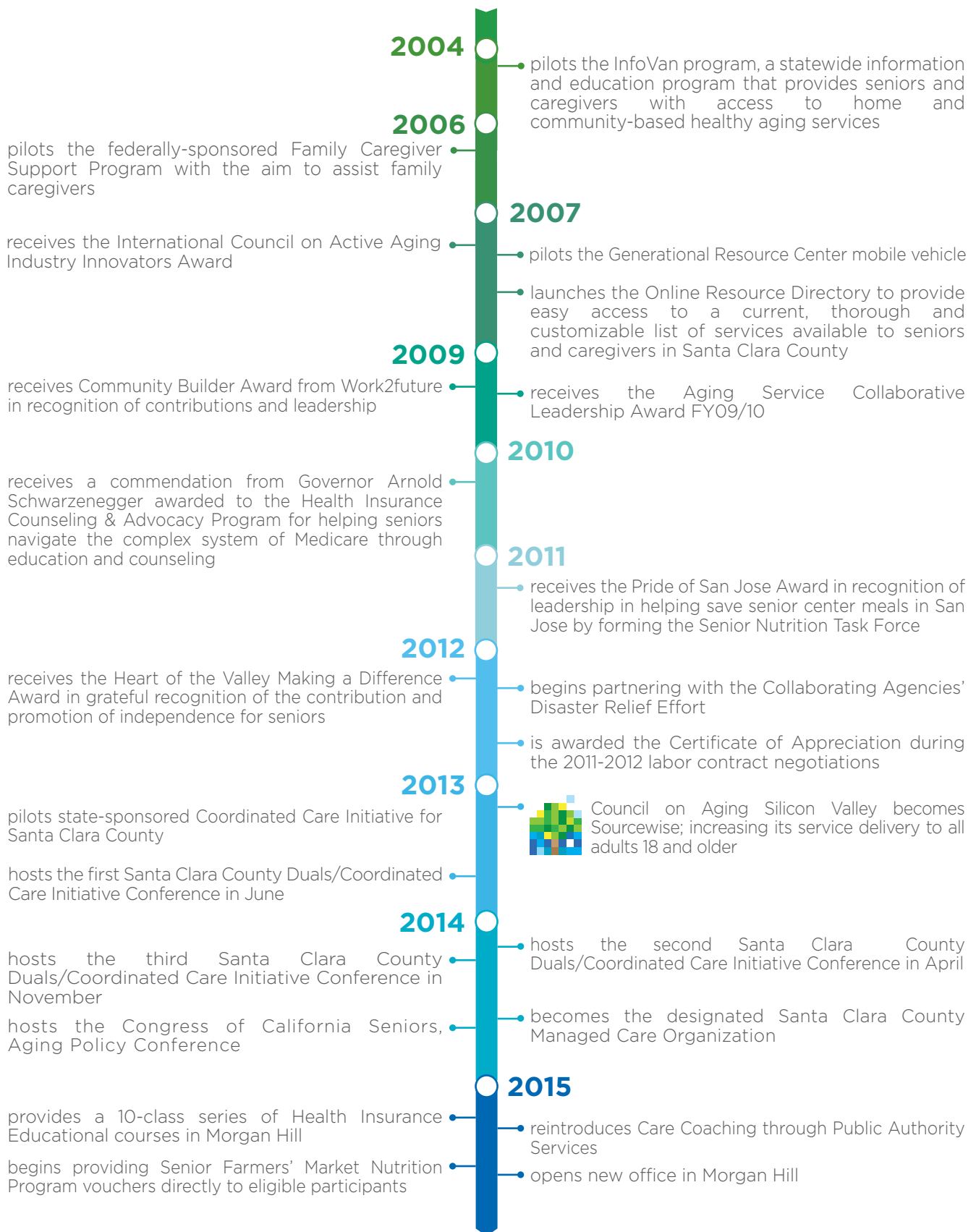
- Jeff Tepper, President
- Sonya Casares, First Vice President
- Robert MacLaughlin, Second Vice President
- Matthew Woodruff, Treasurer
- Michal Ann Mendoza, Board Member
- Heather Severson-Tanez, Board Member

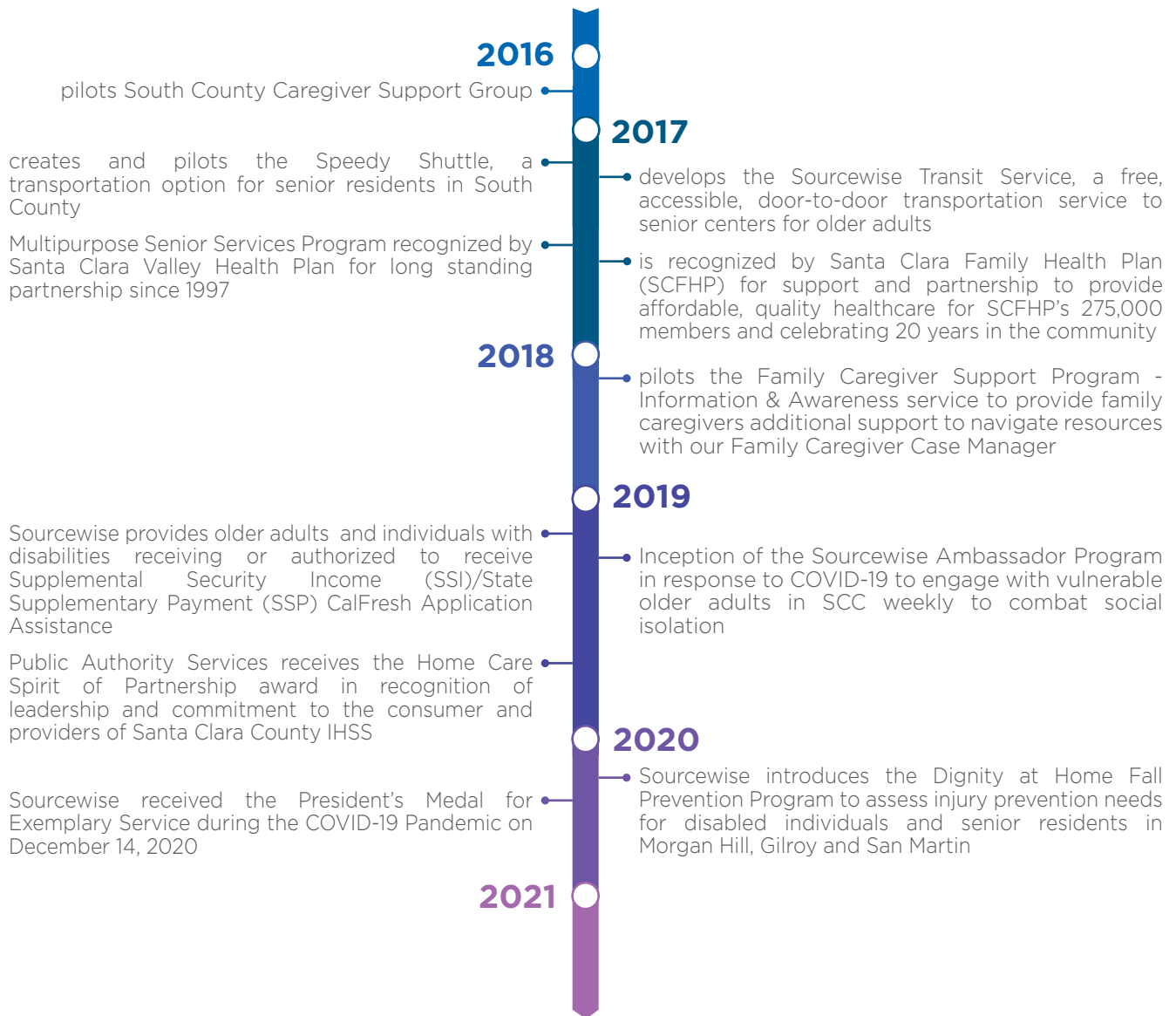
PROGRAM DIRECTORS

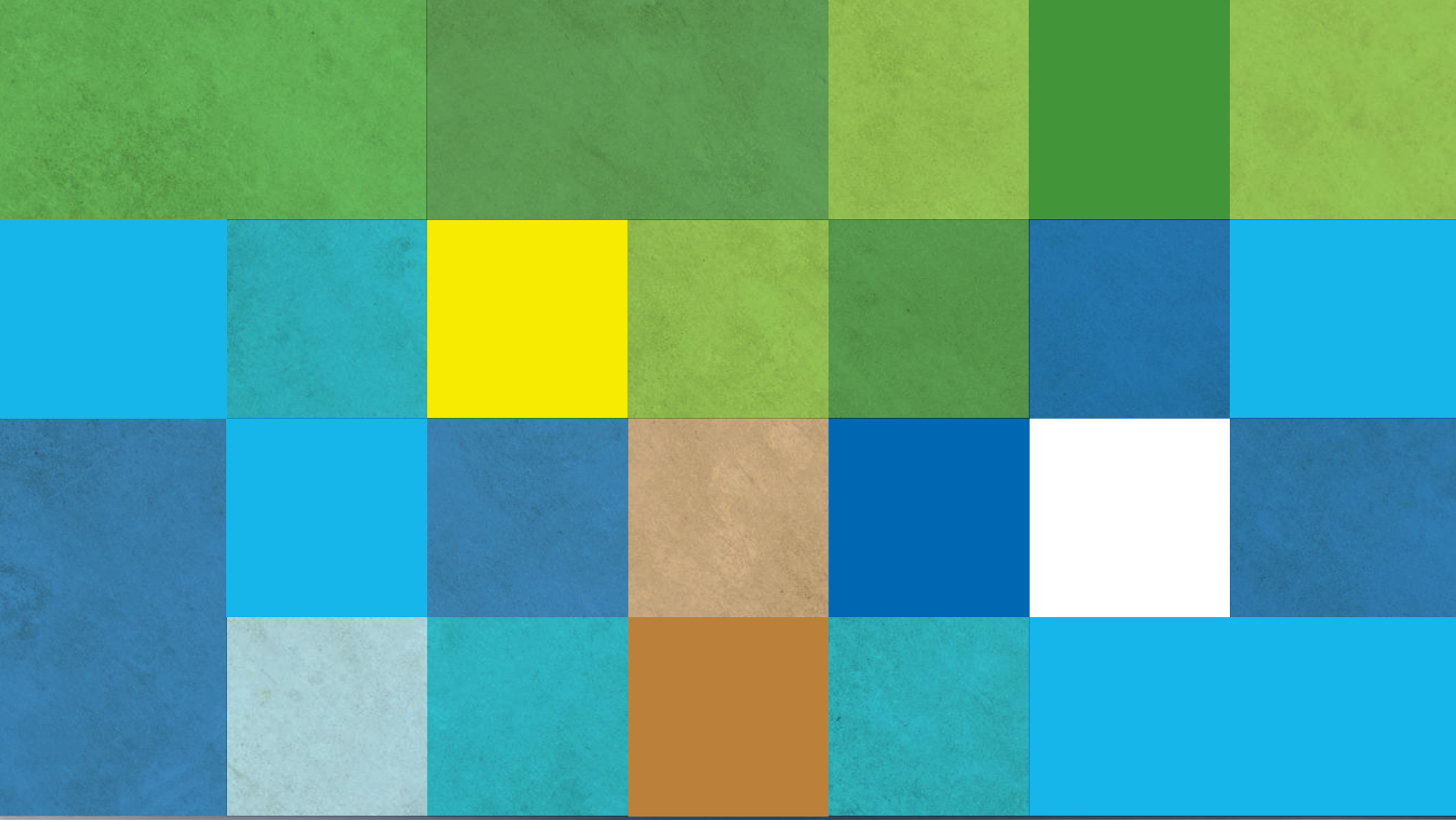
- Elizabeth Brown, Caregivers Network, Planner
- Chris Smith, Information & Awareness
- Marcelo Espiritu, Health Insurance Counseling & Advocacy Program
- Nolan Feliciano, Networks & Infrastructure
- Sharon Ige, Meals on Wheels, Senior Employment Services
- Edith Gong, Public Authority Services by Sourcewise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

THE SOURCEWISE STORY









Since 1973



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