

Committed to facilitating, advocating and supporting independent living for seniors residing in West Santa Clara County



2014

Heart of the Valley
SERVICES FOR SENIORS, INC.

ANNUAL REPORT



Executive Director's Message



For twenty-five years I have had the privilege of being Heart of the Valley's Executive Director. These years have been filled with hundreds of accomplishments, funding and program challenges and countless rewards. Our mission remains the same as it was during its creation in 1986, "to keep seniors living independently in their homes."

Heart of the Valley is able to provide the best services and client support because of our team of dedicated, hardworking volunteers who bring their big hearts and many skill sets to every client they visit and every task they do. The diversity of Heart of the Valley volunteers allows us to benefit in the areas of client field work, office administration, Board of Director service and vision, vehicle donations, social networking and special projects. Our volunteers are the part of Heart of the Valley our clients see and our services are deemed valuable because of the help our volunteers provide and the friendly manner they exude. My appreciation to all of you for a job well done!

Heart of the Valley is able to offer our services and programs because of the support we receive from donors. Their gifts enable them to support senior causes that they know are important to our community. Donors are also very invested in voluntarism and know our good work is made possible because of the commitment of our thoughtful, energetic and generous volunteers. Thank you donors, we wouldn't be here without you!

Thank you to my staff, Kirby, Eleanor, Carolyn and Margarita who bring their kindness, understanding and patience into the office each day, along with their knowledge, experience, and commitment to meet the needs of our clients and volunteers. It's hard to be involved with Heart of the Valley and not be inspired by the clients we serve with 78% over



the age of 76, 32% disabled and 58% living below the poverty level. Keep watching; we have new Volunteer Management Software we will be telling you about in the spring!

Congratulations to all of you who have made sure the older citizens in our community have a viable, volunteer option to get the help they need, without cost to them, for twenty eight years. One of our 86 year old clients called to say that her year had been difficult in terms of health, loss and family, but knowing we were there to provide a smile and a service got her through. "We all need a friendly place to go and Heart of the Valley is my place," she shared. Together, we strive to make excellence an everyday occurrence at Heart of the Valley.

Glenda Cresap

Glenda Cresap

Executive Director

BOARD OF DIRECTORS

President: Helen Shaw

Vice President: Deanna Barnett

Secretary: Dennis Moore

Treasurer: Derek Jensen

Contract Treasurer: Lidia Donez

Director: Melissa R. McKenzie

Director: Salman Saleem

Director: Shadi Copty

Director: Larry Lightman

Board Recorder: Nirmala Iyer

STAFF

Executive Director: Glenda Cresap

Coordinator of Volunteers: Kirby
M. Cristobal

Administrative Manager: Eleanor
Seath



Board President's Message



Heart of the Valley, SERVICES FOR SENIORS, Inc is celebrating its 28th year of providing a wide range of services to our wonderful senior clients. Our organization continues to provide great services for its clients so our seniors can remain independently living in their own homes doing what they love to do. Our services continue to evolve based on the wonderful ideas that our staff, volunteers and board members create. For example, a new program called In-a-Pinch was implemented last year. Prior to In-a-Pinch we were only able to schedule services 5-7 days in advance. In-a-Pinch now enables seniors to schedule services from Heart of the Valley with less than a 24 hour notice for last minute/more urgent situations. As we all know, life happens at the last minute sometimes and this new service has proven to be a wonderful addition to our program offering.

I want to especially recognize a person who many, myself included, consider to be the "Heart and Soul" of Heart of the Valley, Glenda Cresap. This year she celebrates her 25th anniversary as the HOV Executive Director. Without her guidance and passion for what she does, Heart of the Valley just wouldn't be the same. A recent article in the Santa Clara County weekly states: "Even though many executive directors would welcome the quarter-century marker as an invitation to retire, Glenda is taking the milestone in stride, with no plan to leave her position." In fact, she's already setting immediate goals that include promoting the organization's new Vets Driving Vets (veterans driving veterans), In-a-Pinch (same day service) and Night Riders (evening transportation) programs.

"I'm not going anywhere," Glenda said in the article. "It's my mission. I always have felt that I was brought here for a reason...If I wasn't enjoying it – if I wasn't feeling like I had something to offer [the seniors]



and if I didn't feel like Heart of the Valley had something to offer them – I would be retired by now. But when you love your job, it's not work.”

Congratulations and Thank You Glenda! We are so glad you love your job. You are an inspiration to us all and Heart of the Valley would not be the same without your passion and dedication!

I'd also like to emphasize the importance of what Glenda and Kirby mentioned in this report. It's the dedication and hard work of our wonderful volunteers and the kindness and generosity of our donors that helps Heart of the Valley remain viable and significant in the Santa Clara County area for our senior clients. We heartily thank all of you for your ongoing support and efforts. And, to our clients, you are who drive us to do what we do every day.

Helen Shaw

Helen Shaw

President of the Board



Volunteer Coordinator Message



I am always impressed by our small agency's ability to adjust services and talents to keep up with our changing senior population while maintaining our wonderful relationships with those we have served for so many years. From the Board of Directors, field and office volunteers, behind the scenes program assistance and program coordinator volunteers, our social media volunteers and our donors, we have had the privilege of working with people who are bright, inventive and work together to meet the needs of our community.

In addition to meeting the needs of our clients, we work to meet the needs of our volunteers. We have well over 250 volunteers who come and go as their needs change with family, jobs and living situations. Program expansions and changing services also require a change in the amount and type of training our volunteers receive. The Heart of the Valley website has undergone some positive changes and will include a broader volunteer section that offers additional learning sources and materials. In addition we are revisiting job descriptions and orientation materials for more comprehensive training.

Supporting our volunteers and giving them more choice and flexibility leads to the expanded support of our clients and our ability to keep moving forward leaving no one, volunteer or client, behind.

Kirby M. Cristobal
Kirby Cristobal
Volunteer Coordinator



Programs & Services

The next page lists the many free services we provide (along with the number of times each service was requested in 2014) to help our clients live independently in their own homes. In addition to those services, the following is a list of the special programs we offered in 2014:

Disaster Preparedness Project: Trained volunteers conduct safety checks, develop disaster plans and create disaster kits for seniors.

Senior Safety Net Program: Individuals donate needed items such as paper products, incontinence supplies, toiletries, cleaning supplies etc., which are then passed along to needy seniors.

“Safe at Home”: Volunteers visit seniors’ homes and perform safety checks including door locks, slipping and tripping hazards, etc. We also check for adequate inside and outside lighting, we change batteries in radios, clocks, watches, remotes and check for overloaded circuits. This program includes the “Have a Heart” neighbor check-in program.

Assistive Devices: The community donates wheelchairs, walkers, shower chairs, toilet risers, canes, etc. to pass along to seniors in need.

In-A-Pinch (IAP): Volunteers provide same day (24-48 hr.) services for client’s immediate needs. This program doesn’t replace existing 7-day notice service, but is there when more immediate needs occur. (e.g. sick pet, unforeseen medical appointment or shopping, battery or light bulb replacement, safety issues, etc.)

Humane Hearts 4 Pets & Seniors: Heart of the Valley is collaborating with the Humane Society Silicon Valley to address seniors’ pet questions and concerns through a new column in our newsletter, called “ASK LOLA.” The Humane Society will also supply Pet Disaster Kits that we can pass on to our seniors.



Service Statistics for 2014

In 2014 Heart of the Valley received **3,984 calls** to request senior services. More than 200 dedicated volunteers responding by donating over **19,600 hours** and driving seniors over **37,600 miles**.

Services Provided

- ♥ 1,958 Rides to med appts
- ♥ 1,588 Shopping trips
- ♥ 721 Resource referrals
- ♥ 245 Handyman services
- ♥ 203 Friendly visits/calls
- ♥ 178 Yard work services
- ♥ 137 House projects
- ♥ 109 Paperwork requests
- ♥ 102 Advocacy services
- ♥ 51 Computer services
- ♥ 51 Hazardous waste pickups
- ♥ 41 Moving assistance
- ♥ 38 Pet services
- ♥ 36 In-a-pinch services
- ♥ 28 Respite services
- ♥ 17 Safety Net assistance
- ♥ 9 5D (drug disposal) pickups



Stats of Those We Served

- ♥ 87% of callers were women
- ♥ 26% of services were for men
- ♥ 78% of clients were over 76
- ♥ 58% of clients live at or below the poverty level
- ♥ 32% of clients were disabled

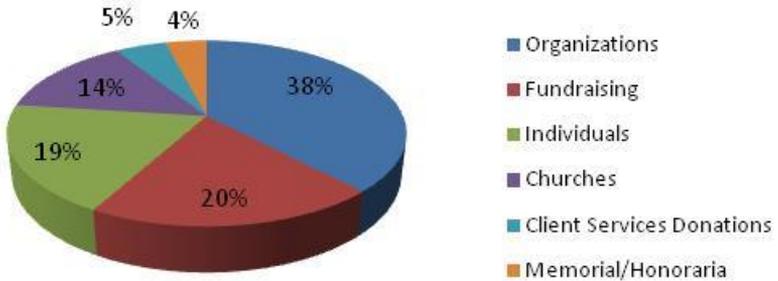
Services Breakdown by City

- ♥ Santa Clara 53%
- ♥ San Jose 21%
- ♥ Sunnyvale 11%
- ♥ Campbell 5%
- ♥ Cupertino 5%
- ♥ Saratoga/Monte Sereno 3%
- ♥ Los Gatos 2%

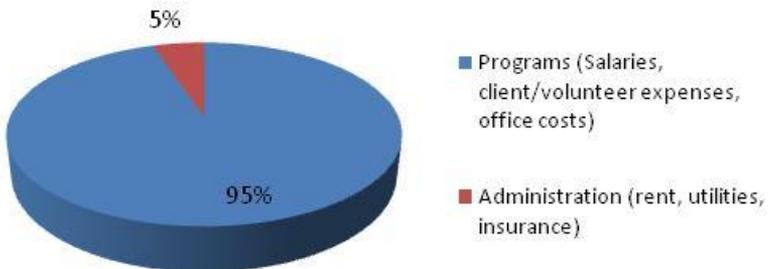


Financial Summary for 2014

Revenue



Expenses



Total Revenue	\$101,241
Total Expense	<u>\$92,129</u>
Revenue in excess of Expense	<u><u>\$9,111</u></u>
Net Assets 12/31/13	\$59,399
Net Assets 12/31/14	\$68,523
In kind giving	\$14,500



♥ Stories From the Heart ♥

Here is a sampling of volunteer quotes and stories that epitomize the role Heart of the Valley plays in the lives of hundreds of Santa Clara Valley seniors:

"One client that made an impression on me was Evelyn, a 102 year old woman who lives alone in a house with a large yard. I cut her grass and help with her vegetable garden. I am impressed by Evelyn's



It's so gratifying to me to put a smile on someone's face, or to make their day just a little bit better or a little bit easier. I look forward to many more years of service!"

- Volunteer Alan

active life and feel glad to help her enjoy her house and garden."

- Volunteer
Richard



"I help seniors with a variety of computer problems, but resolving email issues garner the biggest smiles.

When their email

"I've been a proud volunteer for the past 8 years. I'm absolutely honored to be a part of such a worthy cause, and take great pride in helping senior citizens perform common chores, which many may take for granted, but can be difficult as one ages.



correctly they fear they may be missing out on life events. Once resolved, the smile as an email arrives from a loved one, maybe accompanied with a picture, is as they say, 'priceless.'"

- Volunteer Wayne

"Fania had to give up her car last year and I know that I have made a big difference in her life. When I take her to her doctor's appointments I also usually take her to the grocery store, etc. It does make her life much easier."

- Volunteer Diane



rather than just a volunteer-client relationship."

- Volunteer Stan

"I have been thanked so endlessly I end up feeling pretty darned good about myself that day. As much gratitude as they have for me, I have for them!"

- Volunteer Patti

"I was waiting for Saeko to have her eye exam when another patient was told she would have to wait up to two hours for a ride. When Saeko finished her exam I told her about this poor lady having to wait so long for a ride. Saeko smiled and said 'That's what I love about Heart Of The Valley- you are always there for me!'"

- Volunteer Ken



"Pat is a nice lady with a side yard gate that was falling apart. She had to push and shove to open on trash day – it was a fall waiting to happen. The gate repair went so fast I asked her what else she needed help with. Over the next two hours I fixed a yard light, smoothed a few tripping hazards and fixed her back fence. The jobs were easy for me and I like to think they made Pat's daily life a little safer and more enjoyable."

- Volunteer Michael



Remembering Aldyth



On May 1, 2014 we lost one of our founding members, Aldyth Parle at the age of 89. In 1986, Aldyth joined four other Board members from the Santa Clara Methodist Retirement Foundation to form a volunteer agency with a mission to keep seniors living independently in their homes. At that time Aldyth was a Public Health Nurse and she modeled Heart of the Valley with the concept used by her visiting nurses program: services coming to seniors in their homes. Aldyth was energetic and outgoing and greatly loved by all who knew her. Sadly, Aldyth died in an automobile accident while driving home at night from one of her many meetings. To honor her memory, Heart of the Valley is launching the "Night Riders" program in 2015, to help keep safe seniors who have difficulty driving when it's dark.

Heart of the Valley, SERVICES FOR SENIORS, Inc.

P.O. Box 418

Santa Clara, CA 95050

Phone (408) 241-1571

Fax: (408) 241-1395

Email: contact@servicesforseniors.org

Web: www.servicesforseniors.org

