

Executive Director's Message

During our 26 years, we've learned that home is more than just a place, it's also where the heart is. 2012 was a very successful year! We partnered with the Santa Clara Valley Water District to produce a "How to" manual that encourages agencies and the public to be aware of the importance of properly disposing medications to keep our water clean and safe. We worked with the Valley Christian Middle School Robotics Team tasked with helping seniors by developing assistive devices to increase the quality of their lives. Santa Clara University students along with their professors, helped our small agency develop social marketing and public relation strategies. HOV volunteers are working to create a new website, while others updated our current website, and added new content including a Jobs Board and Pet Corner. HOV volunteers creatively produced our eNewsletter "The Heart Bytes", and our print newsletter, "Heart to Heart". We now have a volunteer to manage our Facebook page, but still needs a manager for Twitter. One of our talented volunteers worked tirelessly with a 95 year old client to produce and publish a book of poetry entitled, "Come Say Hello Before I Go" by Sol Carson." The Board implemented a "Dining For HOV" monthly event and are currently producing a Cookie Cookbook. HOV helped 73 clients in need with donated personal care products and assistive devices. HOV remains the fiscal agent for the Community Volunteer Network where we are developing a "Same Day Services" program for seniors.

Our beloved office manager of 11 years, Lea Adams, retired but will be returning as a volunteer. Also, our dynamic Board President, Deanna Barnett steps down after 4 very productive years. We greatly appreciate the time and dedication they brought to HOV!

Going into 2013, fundraising remains our number one focus and challenge. We have a passionate and committed team of volunteers, an active board and staff all working at full speed while our budget remains too small for our needs. We plan to double the size of our Board, continue to seek out viable sources of funding and utilize volunteer management software to increase our efficiency. To our volunteers, donors, board members and staff, I say, "Great Job!" To those who have not yet begun a partnership with Heart of the Valley, I simply say, "What better time than NOW?"

Glenda Cresap, *Executive Director*

Summary Financial Report 2012

Revenue:	
Contributions—Organizations/Corp	\$15,899.92
Contributions— Individuals	\$24,030.79
Contributions—Churches	\$ 744.00
Memorial/Honorarium Gifts	\$10,631.00
Grant – City of Santa Clara CDBG	\$10,330.00
Grant*– Santa Clara Valley Water Dist.	\$25,000.00
Client Services	\$ 3,916.93
Fundraising – Vehicle Sales	\$ 3,110.00
Fundraising – net of expenses	\$ 3,251.69
Interest Earned	<u>\$ 17.99</u>

Total Revenue \$96,932.32

Program Expenses:	
Staff Expenses	\$57,666.34
"Office, telephone, supplies and Maint	\$ 6,769.10
"Advertising, Promotion, Newsletter	\$17,261.81
Postage	\$ 1,773.74
Contract Labor	\$ 8,478.65
Disaster Prep Expense	\$ 46.16
Client Expense	\$ 1,055.56
Volunteer Expense	\$ 2,612.21

Administrative Expenses:	
"Rent, Utilities & Insurance"	\$ 2,513.98
Licenses Fees and Dues	\$ 47.70
Annual Meeting Expenses	\$ 1,500.07
Accounting/Tax & Other Fees	\$ 102.00
Bank Charges and Misc Expenses	<u>\$ 150.81</u>

Total Expenses \$99,978.13

Expenses in excess of revenue \$(3,045.81)

Net Assets 12/31/11 \$27,256.98
Net Assets 12/31/12 \$24,211.17

In kind giving \$12,470.00

***Note:** During 2012, Heart of the Valley , Services for Seniors (HOV) was awarded a reimbursement contract from the Santa Clara Valley Water District (SCVWD) to produce, present and distribute a Pharma/HHW Countywide Pollution Prevention Manual with instructional material. These amounts are included in the report above.

Total Grant Revenue – SCVWD	\$25,000.00
Expenses:	
Contract Labor, Project Lead	\$ 8,478.65
Contract Labor, Promotion Consultant	\$ 9,150.00
Supplies, Printing & Publication	\$ 1,613.35
Overhead (OH) and Program Dir. exp.	\$ 5,296.00
Total 2011 Expenses reimbursed	<u>\$ 462.00</u>
	\$25,000.00

Heart of the Valley Services

Escorted Transportation: Volunteer drivers donate their own cars and gasoline. Volunteers drive seniors to medical and business appointments, to the movies or a restaurant, to do shopping and errands, to a club meeting, to get their hair fixed, out to the cemetery, or to visit a sick friend in the hospital and even take pets to the groomers and to the vet.

In-Home Services: Volunteers provide assistance with house projects, handyman services, yard work, computer assistance, paperwork, telephoning, visitation, respite, shopping and errands, advocacy, friendly phone calls and referrals.

Disaster Preparedness Project: Trained HOV volunteers conduct safety checks, develop disaster plans and create disaster kits for seniors. Funds supplied by City of Santa Clara, CDBG Program and Orchard House Foundation.

Senior Safety Net Program: Clients in need contact our office or are identified by volunteers to receive much needed assistance. Funds for this purpose were donated by Orchard House Foundation, the Valley Foundation and many concerned individuals.

"Safe at Home": HOV volunteers visit seniors' homes and check for things like locks on doors, slippery floors, throw rugs and mats that need to be secured. We also check for appropriate lighting inside and out, for obstacles that need to be removed from high traffic areas, for railings and stairways in need of repair, we change batteries in radios, clocks, watches, remotes and check for overloaded circuits. Includes a neighbor check in program "Have a Heart".

Hazardous Waste Program: Trained HOV volunteers at the request of clients, pick up old batteries, light bulbs, paints, insecticides, cleaners, electronics and toxic materials from their homes and take them to proper disposal sites.

5D Program (Don't Dump Drugs Down Drains): HOV volunteer accompanied by a police officer, at the request of clients, pick up used old or unwanted prescriptions and over the counter medications and take them to Police Dept. for proper disposal.



Thoughts from our Board President, Deanna Barnett:

Wow! Heart of the Valley has had a busy year thanks to you – our volunteers, funders and supporters. There is so much bad news regarding cuts and elimination of services for seniors in the news, but you have continued to be a safety net for the seniors in our service area. Daily, clients call to sing your praises. They continually tell the office staff and volunteers how grateful they are for Heart of the Valley. They tell us of your kindnesses and helpfulness; that they don't know what they would do without you; how important you are in their lives. So, a great big THANK YOU from the Board of Directors and everyone at Heart of the Valley for all that you do and all that you give.

I have had the pleasure of serving as president of the Heart of the Valley Board for four years. In that time there have been many changes at Heart of the Valley as well as in Silicon Valley. With your help, we were able to bring about new programs, services, projects and experiences. I am proud to say that we have been able to continue serving our seniors due to you – our volunteers, funders and supporters of all kinds who are the “Heart” at Heart of the Valley!



Coordinator of Volunteers, Kirby M. Cristobal

At Heart of the Valley, SERVICES FOR SENIORS Inc. we are tremendously thankful and proud of all of the volunteers who have given so much to our seniors this past year.

Our volunteers are a diverse culture of ages, ethnicity, education and economic status. They are students, working professionals, retirees, unemployed, single, parents and grandparents. Our volunteers work in the field with our seniors providing in home services and our most requested service, escorted transportation. In 2012 our volunteers performed 10,512 hours of service, driving seniors 24,343 miles! Volunteers also work in the office, on our website and social media sites, they contribute to special projects and serve on our board.

Our volunteers offer many reasons for what they do. They want to give back, pay forward, learn more about their community, to understand the world a little better, to learn, gain more experience, to expand. Ultimately what we see is an amazing group of people who are good of heart, compassionate and generous of spirit. We cannot say thank you too many times to those who have given so much to Heart of the Valley and the senior population it serves.



Our Mission Statement:

Heart of the Valley, SERVICES FOR SENIORS, Inc. is a 501(c)(3) corporation, committed to facilitating, advocating and supporting independent living for seniors residing in West Santa Clara Valley.



Walt Fowler worked on behalf of Heart of the Valley for 25 years non-stop. While serving on the board of the Santa Clara Methodist Retirement Foundation, he was one of five who stepped up to create a place where volunteers could reach out to help seniors by lending a “helping hand.” At one time or another, Walt held every office on our Board. Sadly, he passed away in May. He was a practical and humble man who was greatly respected, admired and appreciated by all who knew him. Everyone associated with Heart of the Valley, our Board, staff, volunteers, clients and supporters benefit from his legacy and miss his fun loving presence and tireless dedication to our mission.



“Transporting Seniors to Independence”

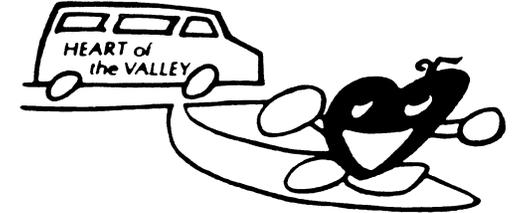


**Heart of the Valley,
SERVICES FOR SENIORS, Inc.**

Celebrating 26 years of care and commitment.

Heart of the Valley, SERVICES FOR SENIORS, Inc.

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Board of Directors

Deanna Barnett, *President*
Helen Shaw, *Vice President*
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Staff

Glenda Cresap, *Executive Director*
Lea Adams, *Office Manager*
Kirby Cristobal, *Coord. of Volunteers*
Carolyn Donnell, *Title V*

ANNUAL REPORT 2012