

# Supporting Successful Aging for



ANNUAL REPORT  
2021-2022



## CONTENTS

From Our Directors	1
We Asked Our Board	2
Meet Our Friendly Staff	3
Step Forward Into Growth	4
Impact Beyond Measure	5
Dining & Delivered Meals	6
Home Repair	7
Care Management	8
Pet Buddy Program	9
Community	10
Volunteer Opportunities	11
Classes & Activities	12
Keeping Up With Technology	13
Your Support	14
Financials	15
More About Our Center	16
Special Thanks	17

***The fastest growing segment of the US population are older adults. Every day 10,000 people in the US turn 65 and among older adults the fastest growing demographic are those aged 85+.*** In our 45th year, Senior Coastsiders continues to adapt and evolve to serve the needs of the growing population of older adults on the Coast. We are pleased to share with you this report that highlights our activities and accomplishments during the fiscal year ended June 30, 2022.

# KEEPING THE DREAM ALIVE



*Dear Friends of Senior Coastsiders,*

Senior Coastsiders resumed in-person services in July 2021, which was much earlier than many other senior centers in the County. We were

proactive because our participants told us how much they missed being at the Center and socializing with others. However, to be sensitive to the various risk tolerances of people, we continue to provide options for participants to receive meals, programs, and services in their homes in addition to at the Center.

In January 2022 the Board approved the adoption of seven organizational values that we incorporate in all the work we do:

- **Community** – We collaborate with community-based instructors who provide classes and activities that promote the physical, mental, social, and economic well-being of Coastside older adults. We partner with the County to provide the meals we home deliver and serve in our dining room. We've set ourselves up as a Community Resilience Hub to shelter people in the event of extreme heat or poor air quality and we are working closely with the City of Half Moon Bay and various civic leaders to make the Coastside more age friendly.
- **Compassion** - We serve our community with respect, patience, kindness, and empathy through the provision of our various programs - care management, home repairs, classes and activities, transportation, and pet buddy support.
- **Inclusion** - We have increased our capacity to serve non-English speaking older adults by hiring a part time Community Liaison who speaks Mandarin and Cantonese, and a full time Office Manager who speaks Spanish.
- **Gratitude** – We have hosted celebration events to express our appreciation of the contributions our participants and donors make to the vitality and richness of the Coast.
- **Volunteering** - We value the support of our amazing volunteers who have dedicated thousands of hours to ensuring we can fulfill our mission of promoting successful aging for Coastside seniors.
- **Stewardship** - Despite the recent financial and economic turmoil, we continue to responsibly manage the funds, resources and time entrusted to us by our donors, partners, local government, and volunteers. Thanks to our committed donors and funders Senior Coastsiders is on solid footing.
- **Innovation** – We have implemented a cloud based senior center management system in which participants and volunteers use a touch screen at the front desk to sign up for events, meals, and volunteer hours. This has helped us better understand who is visiting the Center, when and why, and increased our volunteer management efficiency.

Looking to the future, we are using a collaborative approach with participants, donors, staff, volunteers, and board members to craft our vision statement for 2030 and beyond. This will ensure we can optimally position our organization to meet the needs of a growing and increasingly diverse older adult population. On a more practical note, we have entered into a contract to lease a wheelchair accessible vehicle that we will use to bring participants to and from the Center, to local grocery stores, and on trips and outings.

The demand for our services remains high and we are grateful to the individuals, foundations and local governments who have supported us financially. *Thank you for your continued generosity – we couldn't do our work without you!*

Yours truly,



Sandi Winter, Executive Director



Connie Santilli, Board President

# FROM OUR DIRECTORS

# WE ASKED OUR BOARD

**“What are you most proud of or has been most impactful about the work you’ve done as a Board member of Senior Coastsiders?”**



**Connie Santilli**

*“The pandemic reminded us that community and family are most important of all and that we’re all in this together! I’m grateful for the Senior Coastsiders staff and volunteers who selflessly give for the greater community and I’m honored to be a small part of the team, serving on the board.”*



**David Dickson**

*“I am proud of the resilience the organization has shown in responding to the needs of the community, despite challenges over the last two years. It’s a testament to the dedication, competence, and professionalism of everyone on the staff. I’m inspired by their commitment to serve.”*



**Charmion Donegan**

*“Being a Board member I have the opportunity to see the challenges that face our senior community on a daily basis. I feel so fortunate to belong to such an outstanding organization. None of this would be successful without the team that is in place and also our wonderful volunteers.”*



**Jill Jacobson**

*“I am so proud of the way Senior Coastsiders is leading in planning for the future — we know the Coastside needs to adapt to be prepared to serve an increasingly aging population and we are at the forefront of the preparation and planning.”*



**Steve Kikuchi**

*“As a Board Member, it is a pleasure supporting such a dedicated and talented staff and executive director in our efforts to improve the lives of such a vital and valuable segment of our community.”*



**Robin Kirby**

*“One of the most rewarding things about being a Board Member for Senior Coastsiders is seeing the smiling faces of all of the Seniors that the organization helps out in so many ways. It makes my day!”*



**Lisa Lopez**

*“As the Chair of the Board Development committee, I am thrilled to be a part of recruiting new Board members to carry forward the Senior Coastsiders mission. It is very fulfilling to bring others on board who also have a passion for ensuring our senior population is cared for in our community.”*



**Angela Niemann**

*“I have found purpose in retirement by delivering Meals on Wheels and serving on the Board of Senior Coastsiders. And I feel blessed to get to work with so many talented, good-hearted people who want to make a difference in our community.”*



**Robert Zadek**

*“Perhaps the most impactful projects I’ve experienced with Senior Coastsiders was teaming up with other board members to take on new projects and challenges. Through each experience, I’ve grown to understand the true meaning of community engagement.”*



# MEET OUR FRIENDLY STAFF



Standing: Kiki Wolfeld, Sandi Winter, Edna Martinez, Dale Salazar, Casey McClung, Manny Orozco, Emma Navarrete  
Seated: Edinson Ledezma, Hope Atmore, Judy Matienzo, Tracey Gould





**1,350** Classes & Activities Provided  
In Person / Online

**SELF ACTUALIZATION**



**7,420** Volunteer Hours Donated

**ESTEEM**



**10,000** Care Services Provided  
**100** Pets / Seniors Supported

**LOVE & BELONGING**



**98** Assistive Devices Loaned  
**35** Home Repair Projects Completed

**SAFETY**



**37,314** Meals Delivered  
**6,845** Meals Served in the Dining Room

**PHYSIOLOGICAL**

"In any given moment we have two options:

**STEP FORWARD INTO GROWTH**

or step back into safety." - Abraham Maslow

Special events and celebrations at our center offer Coastside older adults the opportunity for personal growth, friendship and community.

Emerging from the restrictions of COVID-19 in 2021-2022, our social functions were *limited but impactful*.

***A Holiday Party  
to Remember***

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***Ring in The  
New Year***

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***Celebrating 45 Years  
of Operations***



**AN IMPACT BEYOND MEASURE**





***"We are all in good hands here. The Senior Coastsiders staff is marvelous and takes care of everything."***

*~ Linda*



*Physiological Needs Through*  
**DINING & DELIVERED MEALS**





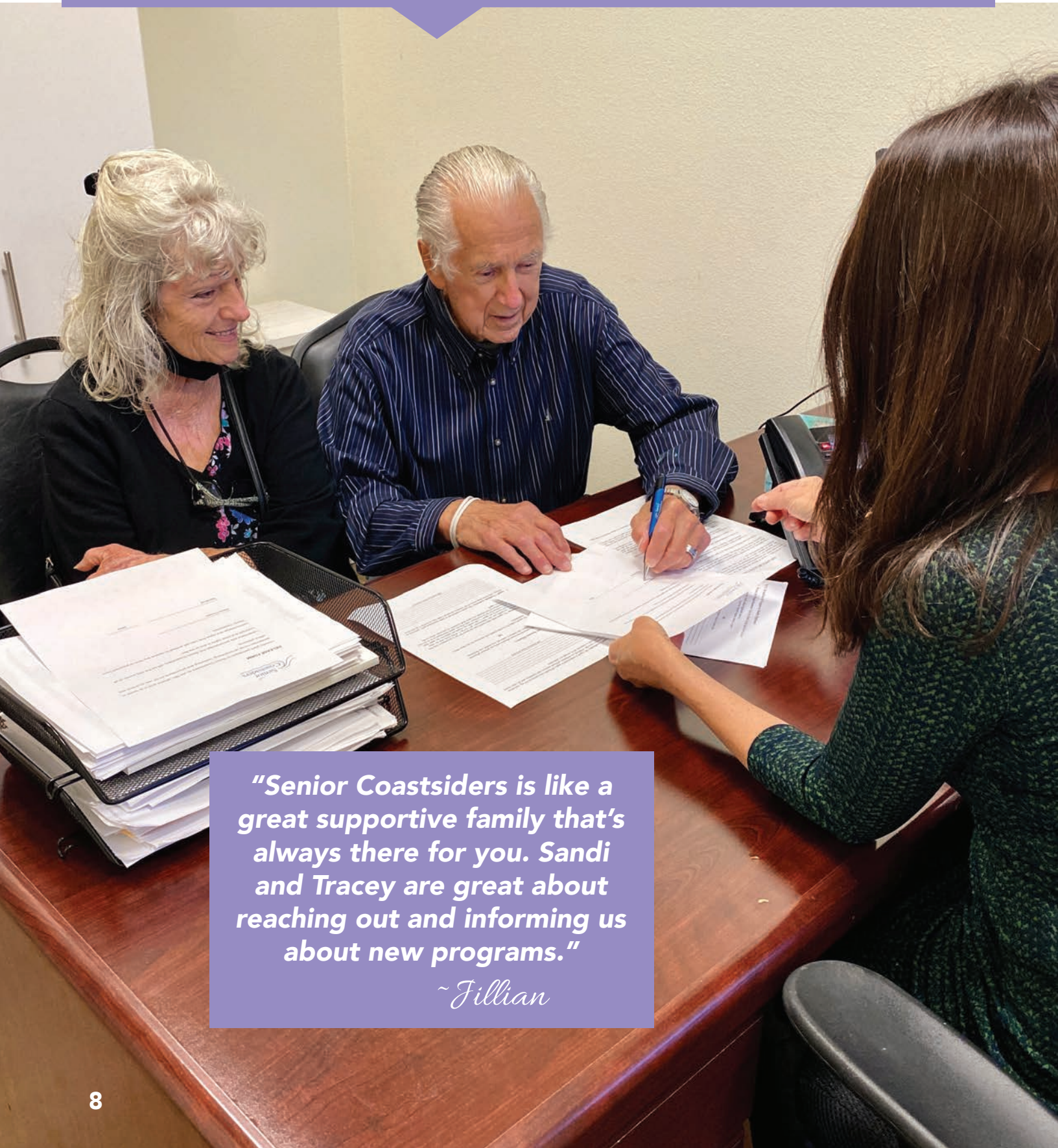
***"These grab bars give me, an eighty eight year old guy, a feeling of security and safety I did not have before. Thank you again to the volunteer team for your care."***

*~Helmut*

*Safety Needs Through Assistive Devices and*  
**HOME REPAIR**



*Love and Belonging Through*  
**CARE MANAGEMENT**



***"Senior Coastsiders is like a great supportive family that's always there for you. Sandi and Tracey are great about reaching out and informing us about new programs."***

*~ Jillian*



*An Increased Sense of Well Being Through the*  
**PET BUDDY PROGRAM**



***"Chloe is a puppy and full of energy. I'm grateful to the Senior Coastsiders Pet Buddy program that connected me with Anika who cares for Chloe when I can't."***

*~Patti*





**"We have a terrific team of people here keeping the community together. They come up with the best ideas for various events and activities. There's always something to do."**

*~Meg*



**"Singing is a healthy activity that makes us very happy!"**

*~Yanhao*

## *Sense of Connection Through* **COMMUNITY**





***"If you've ever thought about volunteering, I would say do it! It feels good to help other people. You get such positive feedback from folks, everyone here is appreciative of what you do."***

*~Chris*

*Self Esteem and Respect Through*  
**VOLUNTEER OPPORTUNITIES**



# *Independence Through* **KEEPING UP WITH TECHNOLOGY**

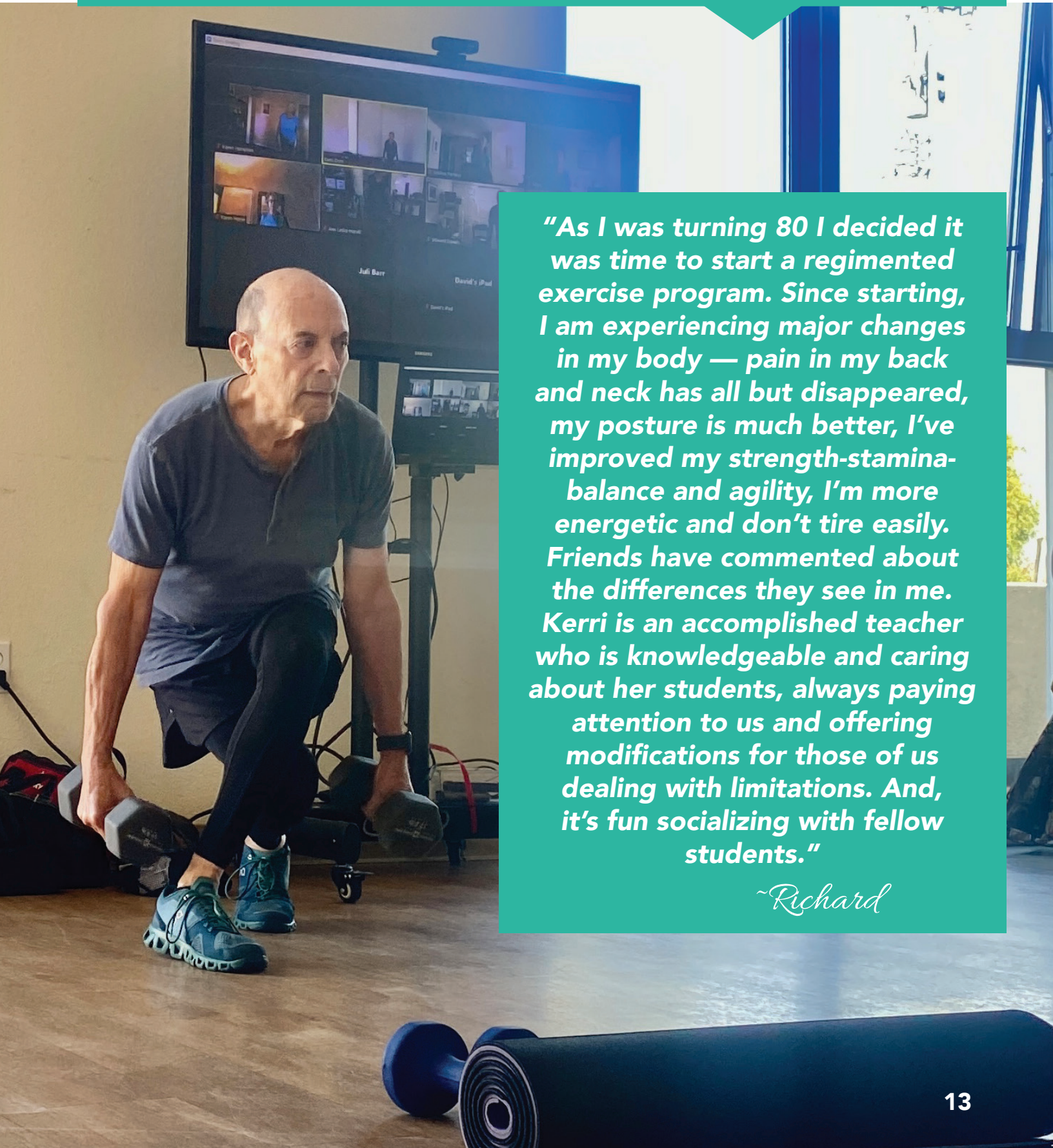


***"Senior Coastsiders is happy to teach our Coastsider older adults how to use new technology. Making sure they can remain confident in navigating our ever changing society is important."***

*~Emma, Office Manager*



# *Self Actualization Through In-Person & Online* **CLASSES & ACTIVITIES**



***“As I was turning 80 I decided it was time to start a regimented exercise program. Since starting, I am experiencing major changes in my body — pain in my back and neck has all but disappeared, my posture is much better, I’ve improved my strength-stamina-balance and agility, I’m more energetic and don’t tire easily. Friends have commented about the differences they see in me. Kerri is an accomplished teacher who is knowledgeable and caring about her students, always paying attention to us and offering modifications for those of us dealing with limitations. And, it’s fun socializing with fellow students.”***

*~Richard*



# YOUR SUPPORT

*Helps Us Support Successful Aging*

## Make a Donation

Donations support our daily Operations or can be directed to our Endowment Fund. Please consider joining our community of monthly donors to support all of our programs that benefit Coastside seniors. Contact us for information or assistance.

## Leave a Lasting Legacy with Planned Giving

Leaving a legacy through planned giving offers valuable estate advantages and allows you to create a lasting impact for the public good. Your planned gift left to Senior Coastiders can also enable us to direct funds toward our most critical needs. Work with your estate planning professional or tax advisor to determine the most favorable income tax benefits and the giving options that allow you to fulfill your wishes and benefit your favorite causes.

## Donate Stock

Giving stock not only enables you to have a positive impact on the lives of community seniors, but you can also avoid paying costly capital gains tax. Contact your broker or tax advisor to arrange the gift.

## Donate Your Used Car

Donating your old car (running or not) is easy and fast through our partnership with Careasy.org. Your donation stays local and helps our community. Contact us for information or assistance.

## Volunteer Your Time, Talent & Heart

We depend on volunteers. You can help by preparing and serving lunches, delivering Meals on Wheels, teaching a class, helping with fundraising or events, doing minor home repairs, or assisting with special requests, such as grocery shopping or reading. Volunteer opportunities for individuals--and for some businesses or service organizations--are available in many of our services and programs. Interested? Fill out our online form.

**Visit [SeniorCoastiders.org](http://SeniorCoastiders.org) for information about making a donation or volunteering.**

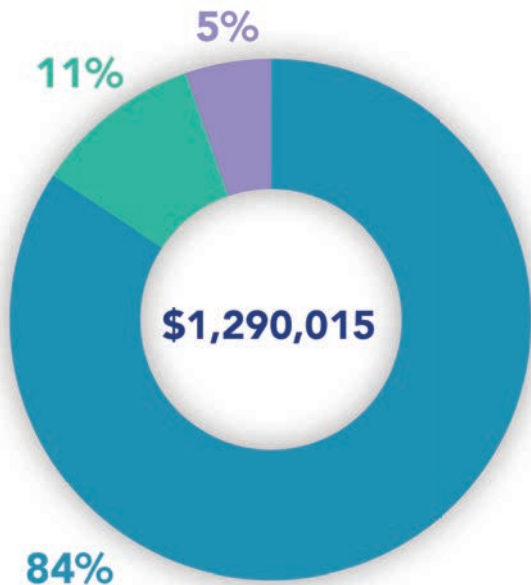
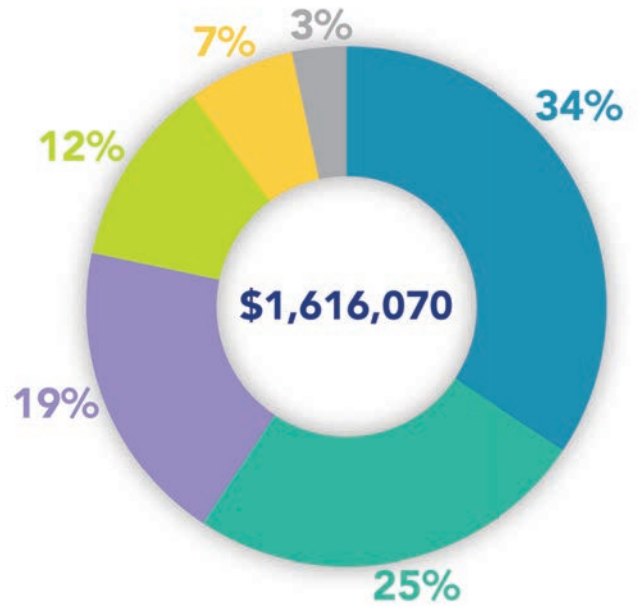


# FINANCIALS

*Building Possibilities Out Of Generosity*

## REVENUE

<span style="color: #00728f;">■</span> Grants, Contracts, and Program Revenue	\$554,665
<span style="color: #00a686;">■</span> Contributions - Cash and In-Kind	\$403,866
<span style="color: #6a5acd;">■</span> COVID Related Funding	\$307,383
<span style="color: #9acd32;">■</span> Fundraisers and Special Events	\$187,883
<span style="color: #ffcc00;">■</span> Foundations	\$107,700
<span style="color: #808080;">■</span> Other Income	\$54,573



## EXPENSES

<span style="color: #00728f;">■</span> Programs	\$1,087,545
<span style="color: #00a686;">■</span> Management	\$134,275
<span style="color: #6a5acd;">■</span> Marketing and Fundraising	\$68,195

These figures use unaudited financial data as of June 30, 2022. Our audited information will be posted to our website as soon as it is available. Please visit [seniorcoastsiders.org/financials](http://seniorcoastsiders.org/financials).





Our center, uniquely located on a senior housing campus, is equipped with a **commercial kitchen, large multi-purpose/dining area, meeting rooms, and outdoor spaces** that are used for dining, activities, and events in the service of our community.

## MORE ABOUT OUR CENTER



Everyone here at Senior Coastsiders is beyond grateful for the support we receive year after year. We wouldn't be where we are today without our donors, investors and other contributors.

*Special Thanks  
to our*

**City & County Staff**

**Class Instructors**

**County & Coastside Nonprofits**

**Businesses**

**Vendors**

**Board of Directors**

**Service Providers**

**Volunteers**

**Senior Coastsiders Staff**

**Coastside Seniors**

**SPECIAL THANKS**



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