

Avenidas
WHERE AGE IS JUST A NUMBER

Annual Report 2010

A Letter to Our Supporters

Dear Friends,

For yet another year, Avenidas provided a comprehensive set of services and activities to help older adults remain independent. But what does that really mean? What will it take for you to live the long, independent life that you want to live?

If we are lucky, we will all live long, meaningful lives. We will always have many friends and activities that fill our days and our souls. We will always be able to find purpose in what we do. And we will always have the resources to solve the *very few* problems that come our way. If we are luckier still, we will remain independent and able to make our own decisions about how we go about our days. We will remain healthy and mobile and untouched by chronic disease.

If we are very, very lucky, our parents will also live out their years blessed with good health, loving friends, and engaging activities. We will not worry about them, we won't argue with our siblings about them, and we will never find ourselves conflicted and uncertain about how to care for them.

But most people are not lucky enough to avoid all of the conditions and circumstances that threaten their independence as they grow older. And that is why Avenidas does what it does.

Avenidas offers activities to challenge brains and presenters to broaden horizons. When a helping hand is needed, handyman services, transportation, referrals, and counseling are just a few of our affordable and convenient services. There are volunteer opportunities to give meaning and purpose to one's days. Fitness classes and health information sessions help us take care of our health.

The two Avenidas Centers, one in Palo Alto, one in Mountain View, are places to share experiences with friends, and make many more. When the demands of caring for a family member become too much, Avenidas is a place to come for resources and support. And when frailty and chronic health conditions threaten to take seniors out of the communities they love, Avenidas Rose Kleiner Senior Day Health Center is a resource for daily care, nursing, and therapies so that the most frail can return home to their families each evening.

What will you need to remain independent?

Whatever it is, Avenidas will be here for you for as long as the community continues to value the quality of life of its older residents. We promise to invest your gifts in programs that make a difference, in programs that you tell us you need. Thank you for trusting us with your gifts last year. Working together in the future, just imagine what we can do to make the mid-Peninsula an even better place to grow old.

Best Wishes,



Lisa Hendrickson
President & CEO



Cathy Kroymann
Board Chair

People of all incomes want to remain independent, yet face the challenges of aging and seek out Avenidas for help. But to ensure that its services are affordable for everyone, Avenidas secures funding from a variety of sources to subsidize its costs.

The perception is that everyone on the mid-Peninsula is wealthy, but the reality—especially for seniors—is very different. The 2000 Census revealed that almost 50% of the households of residents aged 55+ had incomes less than the basic income needed to make ends meet (as calculated by the UCLA Center for Health Policy and Research). And income decreases with age; the Census found that nearly one in three local residents aged 75+ lived on an annual income of \$25,000 or less. These residents are less likely to move out of their own homes and more likely to turn to community-based services, such as those provided by Avenidas, for assistance.

In fiscal year 2010, non-fee income, including community support and transfers from reserves, covered 55% of Avenidas' operating budget, down slightly from the previous year as the organization continued to build back community contributions in a difficult economy. Government funding increased due to a one-time grant but, in general, remains under pressure as the City of Palo Alto and local counties face declining revenues.

Avenidas realized a \$234,034 deficit, which was close to the budgeted deficit. Gains on investments as the market recovered resulted in an increase in Avenidas' total assets.

The Avenidas Board of Directors designates all unrestricted bequests and certain other restricted income to an endowment that provides funding for program services now and into the future. Last year, transfers from the endowment and another reserve covered 22% of the operating budget but cost containment will continue to be necessary until other revenue streams increase.

Financial Information

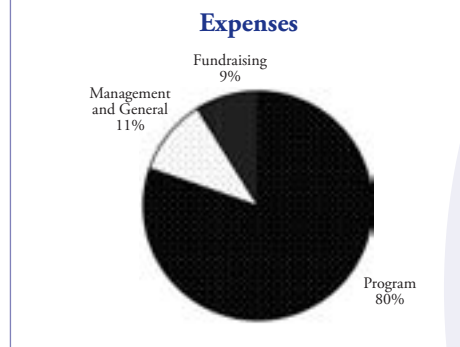
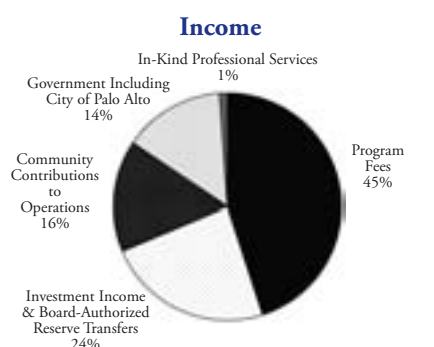
CONDENSED STATEMENT OF ACTIVITIES FOR THE YEARS ENDED JUNE 30, 2010 AND 2009

	<u>FY 2010</u>	<u>FY 2009</u>
Public Support and Operating Revenue		
Program Fees	\$1,792,939	\$1,722,311
Investment Income & Board-Authorized Reserve Transfers	\$934,978	\$1,016,209
Community Contributions to Operations	\$632,391	\$705,315
Government including City of Palo Alto	\$570,167	\$602,808
In-Kind Professional Services	\$46,610	\$43,490
Total Public Support and Operating Revenue	\$3,977,085	\$4,090,133
Expenditures		
Program	\$3,382,301	\$3,341,774
Management and General	\$451,399	\$410,765
Fundraising	\$377,419	\$367,253
Total Expenditures	\$4,211,119	\$4,119,792
Surplus (Deficit) before Non-operating Items & Bequests	(\$234,034)	(\$29,659)
Restricted Donations	\$71,641	\$12,466
Investment Gain (Loss)	\$2,227,178	(\$3,714,958)
Investment Income & Other Transfers to Operations	(\$927,513)	(\$1,009,268)
Restricted Donations to Endowment	\$300,000	\$67,093
Total Change in Net Assets	(\$1,437,272)	(\$4,674,326)

CONDENSED STATEMENT OF FINANCIAL POSITION JUNE 30, 2010 AND 2009

Assets		
Cash & Equivalents	\$812,986	\$479,304
Investments - Unrestricted	\$14,730,825	\$13,539,435
Investments - Restricted by Donors	\$1,851,075	\$1,609,368
Receivables, Deposits, Prepaids	\$431,796	\$538,468
Property & Equipment, net	\$3,860,391	\$4,032,485
Total Assets	\$21,687,073	\$20,199,060
Liabilities		
Accounts Payable and Accrued Liabilities	\$361,123	\$310,382
Total Liabilities	\$361,123	\$310,382
Net Assets	\$21,325,950	\$19,888,678
Total Liabilities and Net Assets	\$21,687,073	\$20,199,060

Audited financial statements are available for inspection by appointment at the Avenidas office located at 450 Bryant Street, Palo Alto, CA 94301.



Social Work Services: Guiding Seniors through the Tough Times

At Avenidas, seniors are supported in their efforts to remain independent through counseling, case management, and support groups. Additionally, they can call an Avenidas Information & Assistance specialist for housing information, resources, and practical support.

Last year, **965** seniors were served by Avenidas Social Work Services, with **1,383** hotline calls and **812** counseling hours.



Thank
You

CHAIR'S CIRCLE

(\$20,000 and over)

Anonymous

AT&T

Peggy & Yogen Dalal

Los Altos Community Foundation

Los Altos Legacies

City of Palo Alto

Palo Alto Farmers Market

Santa Clara County

Sobrato Family Foundation

DIRECTOR'S CIRCLE

(\$10,000-\$19,999)

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Fran Codispoti & Ken Schroeder

Nancy & Richard Goldcamp

The Franklin and Catherine
Johnson Foundation

Gordon and Betty Moore
Foundation

Palo Alto Community Fund

Palo Alto Medical Foundation

Palo Alto Commons
Management LLC

Association for Senior Day Health

The Barkley Fund

Ms. Jody Buckley & Professor Mark Horowitz

Council on Aging Silicon Valley

Mrs. Nancy Drapkin

The Eyerly Trust

Cynthia & Bill Floyd

The Carl Gellert and Celia Berta
Gellert Foundation

Nancy H. Handel

Home Instead Senior Care

Prof. Charles Horngren

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Mr. & Mrs. George M. Marcus

City of Mountain View

The Muschner Endowment Fund

The Private Bank of the Peninsula

Henry & Gayle Riggs

Ruth & Don Seiler

Jeanne & Leonard Ware

The Wildflower Fund

PRESIDENT'S CIRCLE (\$5,000-\$9,999)

**Transportation Services:
Promoting Independence by
Maintaining Mobility**

Since being able to get where one wants to go contributes to an overall feeling of independence, transportation is a crucial service offered by Avenidas. Whether providing a ride to the doctor or hairdresser or a trip to the grocery store (with help bringing in the bags), Avenidas' Transportation Services keep seniors out and about, independently.

Last year, Avenidas Transportation Services gave **172** of our community's seniors rides to where they needed to go.



Thank You

..... AVENIDAS PARTNER (\$1,000-\$2,499)

Barbara & Bill Alhouse
 Anonymus
 Ed & Margaret Arnold
 Annette G. Bialson
 & Gary Sharron
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 Canyon House & Crescent Villa
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 Mr. & Mrs. David Elliott
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 Yvette & John Gurley
 Harrell Remodeling, Inc.
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 & Mrs. Lily Hurlimann
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 Mr. & Mrs. Kenneth W. Johnson
 Ms. Ginger Johnson
 Mr. Kevin Jones
 & Mrs. Dawn Herrel-Jones
 Dr. & Mrs. Duane E. Kalar
 Mr. & Mrs. Bob Kissick
 Kiwanis Club of Mountain View
 Robert & Joyce Kleiner
 Peter & Sue LaTourrette
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 The Markkula Foundation
 Matched Caregivers
 Continuous Care

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 Moldaw Family Residences/
 899 Charleston
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 The Morrison &
 Foerster Foundation
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 & Ms. Carolyn Manning
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 V. K. Ramakrishnan
 & Radha Ramakrishnan
 Ann Rando
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 Ms. Sherri Sager
 James & Andrea Sandstrom
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 & Ms. Tonia Wisman
 See's Candies, Inc.
 Dr. Leonard J. Shustek
 & Ms. Donna Dubinsky
 Stanford Hospital & Clinics
 Sunrise Senior Living of Palo Alto
 Mr. & Mrs. David Toombs
 Town of Los Altos Hills
 Mr. & Mrs. Donald Valentine
 Mr. Andy Verhalen
 & Ms. Janet Brownstone
 Mr. & Mrs. Sanford H. Webster
 Elizabeth B. Wolf
 Woodside Terrace

AVENIDAS ADVOCATE (\$2,500-\$4,999)

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 Anonymus
 Ms. Dawn Yates Black
 Marilyn & Allan Brown
 Jeffrey and Gary Dunker Fund
 El Camino Hospital
 Jill & John Freidenrich
 Mr. & Mrs. Robert E. Gee
 Ms. Barbara Hager
 Eleanor & Bruce Heister
 The William and Flora Hewlett
 Foundation/William F. Nichols
 Mr. & Mrs. Douglas J.
 Mackenzie
 Shirley & Duncan Matteson
 Morgan Family Foundation
 William & Paula Powar
 Bill & Carolyn Reller
 Sand Hill Advisors LLC
 Sunrise Webster House
 Anne & Craig Taylor
 TOSA Foundation
 TouchPoint Foundation
 Wells Fargo Foundation

Avenidas Village: Providing a Safety Net of Support, Services, and Socializing

National surveys have found that at least 90% of seniors want to remain in their own homes. A survey of Palo Alto Baby Boomers concluded that 80% are planning to age in Palo Alto. With its vast network of vetted vendors, variety of social programming, free medical advocacy assistance, and 24/7 support, Avenidas Village gives its members that extra helping hand they

need so that they can stay in their homes safely and comfortably, while remaining connected to their community.

In 2010, almost **300** seniors received Avenidas Village support.



AVENIDAS SPONSOR (\$500-\$999)

Ms. Margaret M. Abe	Mr. & Mrs. Peter M. Llewellyn
Anonymous	Ms. Mandy Lowell
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Dr. & Mrs. Paul Berg	Mission Villa
Richard & Joan Bialek	Palo Alto Institute for
Mr. & Mrs. Mike Bruno	Research and Education
Mr. & Mrs. Luca Cafiero	Ms. Catherine Parkhurst
Mr. & Mrs. Curtis Carlson	Pathways Private Duty
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Comerica Bank	Mrs. Elizabeth B. Ross
Gordon & Carolyn Davidson	Page & Ferrell Sanders
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Mr. & Mrs. Albert Eisenstat	Bill & Lee Schroeder
ElderConsult	Pearl Anne & Edwin A. Seipp
Mrs. Inger Friis	Seniors At Home
Mr. Arthur Graham	Mr. & Mrs. Thomas Smegal
Dr. & Mrs. Sydney P. Hecker	Steve & Paula Smith
Home Sweet Home Care	Mr. & Mrs. Isaac Stein
Mary & Bill Hughes	Mr. Michael Stieber
Lisa & Michael Kasperzak	& Ms. Corinne Berezuk
Inge R. Koenig	Sunnyside Gardens
Catherine & James Koshland	Susan & Carl Thomsen
Joan F. Lane	Mark & Sheila Wolfson
Mary Jean Lenmark	Tom & Ellen Wyman

Caregiver Services: Giving Information, Support, and Assistance to Family Members Near and Far

In California, 16% of households are caring for someone aged 50+. Most caregivers are women (77%), with an average age of 59. This caregiving exacts a heavy financial, physical, and emotional toll. However, research has found that the use of community-based services such as Avenidas extends a family's ability to provide care. At Avenidas, caregivers get help assessing their situations and learning about available resources. They receive respite by enrolling their loved ones at our Senior Day Health Center, and find other caregivers at our support groups with whom they can swap stories and suggestions and realize they are not alone.

Last year, Avenidas assisted close to **800** family caregivers.



AVENIDAS ASSOCIATE

(\$250-\$499)

Mr. Edward Acton	Bob & Joan Jack
Anonymous	Mr. Robert B. Jack
Mr. & Mrs. Gregory Avis	Dr. Michael Jacobs
Mr. & Mrs. Denis G. Babson	& Dr. Jane Morton
Mr. & Mrs. Stuart Beattie	Mr. & Mrs. Michael P. Kelly
Mr. & Mrs. Peter Bidstrup	Maureen & David Kennedy
Donna Bohling & Douglas Kalish	Mr. David B. Kirby
Mr. J. Marty Brill, Jr.	Mr. Stuart Leeb
Mr. & Mrs. John Z. Bulkeley	Virginia & Jim Lyons
Mr. & Mrs. William H. Busse	Ms. June MacConnell
Ms. Barbara B. Carlitz	Darlene P. Vian
Dr. Peter H. Cheng	& Brian P. McCune
Mr. & Mrs. Robert J. Clark	Mr. & Mrs. William McGee
Dr. & Mrs. William H. Clark	David & Lynn Mitchell
Elizabeth & Nicholas Clinch	Dr. & Mrs. Armand Neukermans
Mrs. Jean Coblentz	Mr. Robert P. Oliver
Mr. & Mrs. David Conlan	Mrs. Helen L. Patterson
Mr. & Mrs. Frank Countner	Scott & Sandra Pearson
Mr. Robert Crary	Mr. Paul F. Perret
Mr. & Mrs. Dexter Dawes	Joseph & Helen Pickering
Mr. & Mrs. Norm DeNardi	Roxy & Michelle Rapp
Mr. & Mrs. Frederick Duhring	Mr. Leighton Read
Alan & Joan Earhart	Mr. & Mrs. Chris Ream
Mrs. M. Jane Fisher	Mrs. Eleanor J. Rhoades
Monty & Judy Frost	Dr. & Mrs. Lester A. Roberts
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Loi & Ivan Gendzel	Mr. Joseph Sciascia
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Mr. Philip Hanawalt	Mrs. Victoria Thoits
& Ms. Graciela Spivak	Mr. & Mrs. Jack Tormey
Dr. & Mrs. Birt Harvey	Mrs. Ninna Traugott
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Mr. Alan Henderson	Ms. Kay Wilson
Ms. Helene Herzig	Mr. & Mrs. John Woodworth
James & Marjorie Hodel	Prof. & Mrs. Charles Yanofsky
Thomas & Sharon Hofstedt	Amy L. & Jason K. Yotopoulos
Susan & Joel Hyatt	Mr. & Mrs. Richard Zukin

Handyman Services: Making Home Safety and Upkeep Easy and Affordable

Keeping seniors' homes safe and accessible is the top priority for Avenidas Handyman Services. Our handymen can install safety features in seniors' homes as well as handle those nagging home repair jobs that can build up over time.



The trustworthy handymen of this program served **353** people last year, completing a total of **517** jobs.

LEGACIES OF COMPASSION

Avenidas will be able to continue to help seniors maintain meaningful and independent lives for years to come, thanks to members of the **Avenidas Legacy Society**. These individuals have made a bequest, or planned gift, to Avenidas through a will or trust or by naming Avenidas as a life insurance policy beneficiary.

With the help of your attorney or financial advisor, you can identify planned giving opportunities that can provide the added advantage of generating income during your lifetime or helping reduce taxes.

Pledge to continue to make a difference for generations. Call 650-289-5446 or visit www.avenidas.org.



MEMBERS

Brad Anker
Ed & Margaret Arnold
Annette Bialson
Katherine Conant
Michael & Jean Couch
G. Robert Hamrdla
Alan Henderson
Lisa and Dana
Hendrickson
Mary Hohensee
Bea Hubbard
Mary Dollar Hughes
Ginger Johnson
Mike & Lisa Kasperzak
Mary Kennedy
Paul Roskoph
Nancy Weeks Rossen
Peter Sall
Rivka Yerushalmi

Participant Services: Creating a Place to Belong—and Thrive

Avenidas lets older adults become part of a community of active, engaged individuals with lives enriched by friends and activities. Our Participant Services staff coordinates with outside agencies to provide free tax help and legal advice to seniors. The lobby of our beautiful, historic building is a great place to read a newspaper, work on a puzzle, or just chat with others.



Avenidas is open to both members and non-members, with members receiving discounts on services and classes, an annual parking pass, and monthly newsletter delivery.

Presently, **1,858** proud members belong to Avenidas.

AVENIDAS FRIEND (\$100-\$249)

Mr. & Mrs. George B. Abbott
Mr. Herbert L. Abrams
Ms. Sharon A. Acker
Mr. Richard Adler
Mary Ellen Akers
Ms. Linda E. Anderson
Mr. & Mrs. Ron Andrews
Anonymous
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Ms. Judith Baker
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Mr. & Mrs. Thomas Barry
Ms. Karen Bartholomew
Mr. Hugh Barton
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& Mr. Marc Brown
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Ms. Simone Kakihana
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Mr. & Mrs. Jim Katzman
Julie Kaufman
Mr. & Mrs. Christopher Kaufman
Mrs. Sue Kemp
Professor David Kennedy
Jeanne D. Kennedy

Avenidas Rose Kleiner Senior Day Health Center: Keeping Our Most Frail in the Community They Love

Many families enroll their loved ones at our Senior Day Health Center as an alternative to moving them into a nursing home. This program helps older adults with physical or mental limitations stay engaged and interact with others. Participants benefit from prescribed physical and speech therapies, medical supervision, and enrichment activities while their caregivers, usually spouses or adult children, work or get some much-needed respite. Participants enjoy themselves in a safe and secure environment and at the end of the day, they return to their own homes.

Almost **400** of our community's most vulnerable individuals benefitted from attending the Center last year.



Mr. & Mrs. John Kidd
Ms. Michi Kimura
Mrs. Judith Koch
Ms. Joanne Koltnow
& Mr. Raymond Applebaum
Hal & Iris Korol
Patty & Warren Kourt
Mrs. Lillian Kwang
Mr. Nicholas La Porta
Mr. Philip M. Lally
Miriam Landesman
Mrs. Jean Lane
Ms. Judy Leahy
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Mr. & Mrs. Paul Reneau
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& Dr. Peter Rosenthal
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Mrs. Caroline Zlotnick
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AVENIDAS FRIEND (\$100-\$249)

Avenidas Volunteer Opportunities: Engaging Seniors Meaningfully in the Community

Avenidas hopes to help seniors find new meaning in their lives through volunteering. We work to match interests and skills with different volunteer opportunities such as enhancing child literacy, driving seniors where they need to go, and helping participants learn to use computers more effectively.



Last year, Avenidas' **475** volunteers provided **22,087** hours of service with a monetary value of **\$503,363**.

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Health Services: Encouraging Overall Well-Being

At an affordable cost, seniors can be screened at Avenidas for conditions ranging from hypertension to skin cancer to peripheral artery disease. A podiatrist and acupuncturist see patients on-site. Support groups for families struggling with debilitating diseases such as Parkinson's and Alzheimer's meet regularly. In any given week, there could be a panel discussion on



mental illness or a visiting pharmacist to check for prescription drug interactions. Affordable massages help circulation and muscle soreness. We even provide loans of durable medical equipment such as walkers and wheelchairs to those in need.

Last year, Avenidas Health Services helped over **1,400** seniors take good care of themselves.

Jane Bavelas
Florie Berger
Marjorie Blomgren
Pat Bradford
Evelyn Brother
Francis Codispoti
Chana Cohn
Richard "Dick" Foster
Marie Hardin

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GIFTS IN HONOR OF

Avenidas and Staff	Macovski Landmarks
Jim Evans	Vadakkedth
Sara Goldstein	Ramakrishnan
Lisa Hendrickson	Marilyn Simbeck
Mary Hohensee	Jenny & Thomas Stone

GIFTS-IN-KIND

Peter Borawsky & Patty Ewart
Carol Diamond
Garden Court Hotel
Hewlett-Packard
Palo Alto Weekly
See's Candies, Inc.
Strictly Candid by Margaret Abe

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Avenidas provides support, information, and community to enrich the lives of older adults and their families.

Lifelong Learning & Wellness: Facilitating Healthy Aging Through Brain and Body Fitness

Since health maintenance is key to successful aging, Avenidas offers numerous fitness classes for both the body and the brain. Activities including classes, lectures, and special events provide opportunities to enjoy life, interact with other people, and get moving! Avenidas even offers an annual Summer Fitness Camp to supplement our regular exercise classes and motivate seniors to get active and improve their eating habits.

Last year, **1,583** lives were enriched through Avenidas Lifelong Learning & Wellness.



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