

# 2014 Annual Report



*Making a Difference...*



*Invest In Aging*

# A MESSAGE FROM THE EXECUTIVE DIRECTOR

It is my great pleasure to present our Annual Report to the Community for 2013-2014 fiscal year. The Healthy Aging Association has had an exciting year. We are embracing the growth of the older adult population in the community and preparing for the future. We are more than delighted with the impact we have made on the lives of older adults in Stanislaus County, a mission we have been dedicated to accomplishing for the past fifteen years. We are extremely proud of the work we do and the innovative outcome-driven services that we provide to seniors. In this report we share some of the successes and impacts we have made for individuals in the community.

This year marks an immense milestone for the organization and our capacity to continue the work we do best. The Healthy Aging Association's *Young at Heart* program has been recognized by the State of California Department of Aging and the Department of Health and Human Services, Federal Department of Food & Agriculture as an approved practice tested intervention. The Healthy Aging Association also had an opportunity to participate in the poster session at the American College of Sports Medicine Annual World Conference in Orlando Florida in May. The *Young at Heart* program research study in partnership with the California State University Fresno Physical Therapy & Kinesiology Departments was published in the Official Journal of the American College of Sports Medicine, Vol. 46, No. 5 Supplement S177. We have also been accepted to present the *Young at Heart - Community Based Program*- at the American Society on Aging, 'Aging in America' Conference in the Spring of 2015.

The success of the Healthy Aging Association goes hand in hand with the work of our 125 dedicated volunteers. Our ambitious staff and volunteers work throughout the County at numerous locations to allow participants access to such a viable program. We are forever indebted to these wonderful volunteers, who so selflessly give of their time and talent.

Again, we are grateful for the leadership and support by our Board of Directors and are equally appreciative of the community support we receive from our partners, donors, and volunteers.

As we enter a new fiscal year in a stronger position than the prior year, we always work hard to be good stewards of the resources with which we are entrusted. We feel strongly prepared for the future of longer, healthier, more active lives in the community. We believe in providing prevention, intervention, and wellness programs for seniors who have contributed so much to our community through the years. Serving seniors is an honor that we treasure. Today we are one of the largest senior service providers in Stanislaus County. We urge you to join with us to make a difference one person at a time and **"Invest in Aging."**

Sincerely,

*Dianna L. Olsen*

Dianna L. Olsen, Executive Director

## BOARD OF DIRECTORS

Marlyn Crawford <i>President</i>	Dorothy Withrow
Lynne Sutton <i>Secretary</i>	Mike Mallory
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Doug Chadwick, M.D.	Laura Bryant
Marsha McNeill	Denny Gold <i>Emeritus</i>
Gladis Mordoff	Ruth Barnard, Dietician <i>Consultant</i>

## STAFF

Dianna L. Olsen <i>Executive Director</i>
Kim Viviano <i>Director of Health &amp; Wellness/ Fitness Program Manager</i>
Samantha Strauch <i>Fitness Program Coordinator/Health Educator</i>
Erlinda Bourcier <i>Health Educator/Coalition Coordinator</i>

*The Mission of the Healthy Aging Association is "to help older Americans live longer, healthier, more independent lives by promoting increased physical activity, and sound health and nutrition practices."*

# MAKING A DIFFERENCE

## REDUCE the Number of Falls Annually

44% of the *Young at Heart* Participants stated that they have less falls annually because of participation in *Young at Heart*.

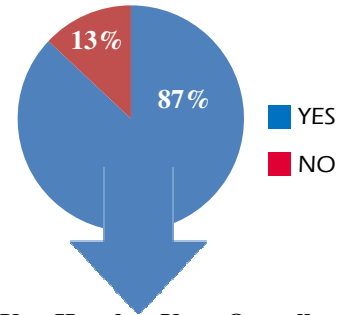
**“I am more flexible in my neck, have better balance, and less pain in the shoulders.”** -Norma M., 81

## INCREASE Upper and Lower Body Strength & Flexibility

90% of the *Young at Heart* Participants stated that they have an increase in strength, flexibility, and many other improvements because of participation in *Young at Heart*.

**“I have less pain and more strength! So glad I discovered the class.”** -Kathy S., 74

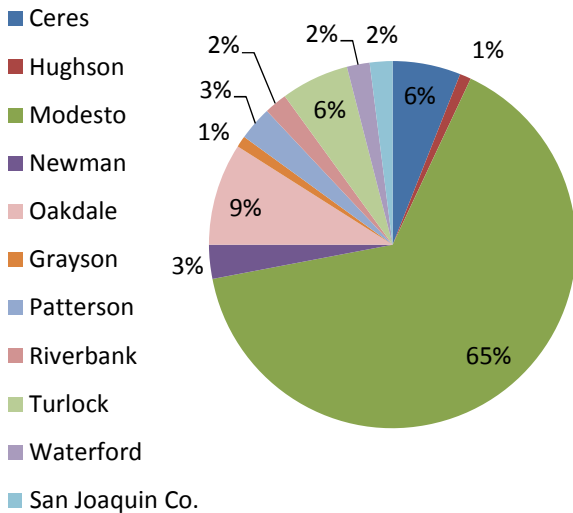
Has Your Overall Mental Health Improved Since Participating in Young at Heart?



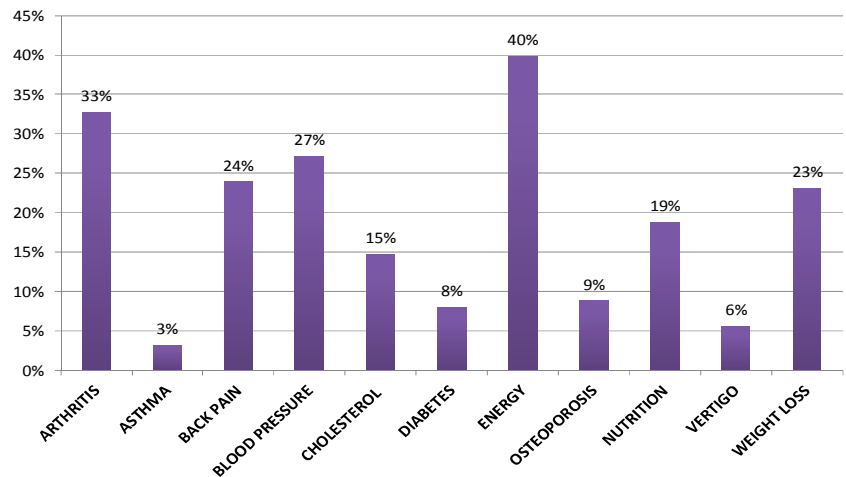
If Yes, How has Your Overall Mental Health Improved?

Reduced Stress	48%
Less Depression	22%
Improved Memory	17%
More Social	51%

## County Wide Impact



## Young at Heart has helped me to IMPROVE



# 2013-2014 FISCAL FINANCIALS

### Income

Contribution from Individuals	\$72,485
Healthy Summit Income	\$55,331
Foundation & Gov. Grants	\$196,553
Fundraiser Events Income	\$26,209
Sales	\$3,786
Misc. Income	\$2,852
<b>*Total</b>	<b>\$357,216</b>

### Expenses

Healthy Aging Summit Program	\$47,314
Operations/Management	\$62,385
Program Expenses	\$245,521
Program Reserves	\$1,996
<b>*Total</b>	<b>\$357,216</b>

\*Unaudited. The Audit will be available at a later date.

### EXPENSES

**69%**

**Program**

**17%**

**Operations/Management**

**13%**

**Healthy Aging Summit**

**1%**

**Program Reserves**

# PROGRAMS & IMPACTS:

## Young at Heart Group Fitness

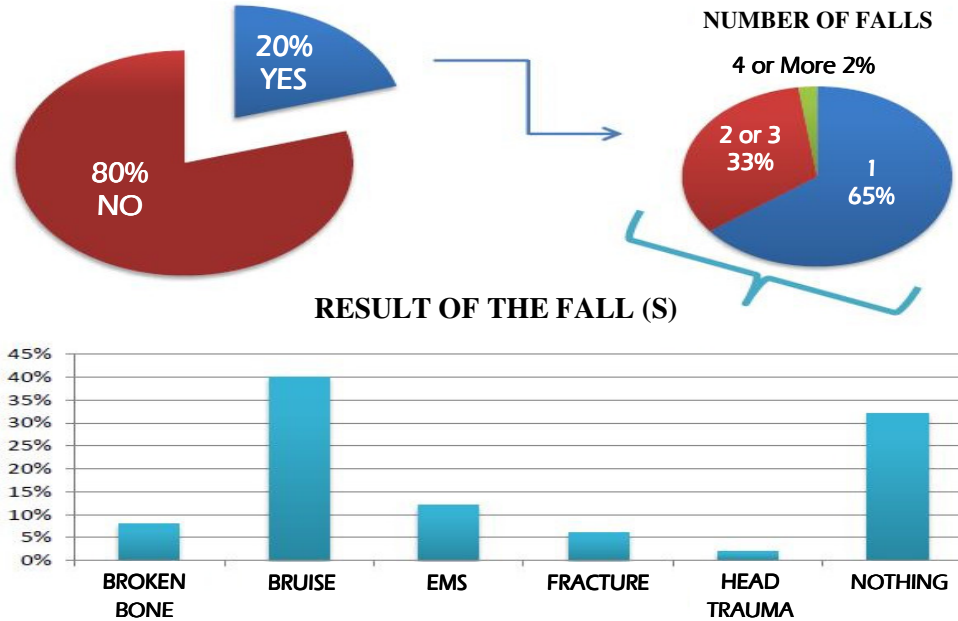
- ◆ 32 YAH group fitness classes
- ◆ 3 Low impact aerobics classes
- ◆ 1 Tai Chi class
- ◆ Club F.I.T. Walking Group
- ◆ Build strength, Increase Flexibility and Range of Motion, Improve Balance, Boost Endurance, & Expand Mobility.
- ◆ All exercises can be modified to accommodate most levels of function.

**1,466**  
Registered Participants

My lower back pain is gone, I can take longer walks, I love that there is no judgment in class...you just do what you can do!

Myrna M., 67

## PARTICIPANTS WHO HAD A FALL IN THE LAST YEAR



## Green Bag

Over 1,200 low income seniors annually.  
Over 10,000 pounds of fresh fruits and vegetables a year.

**“I eat a lot more fresh fruits and vegetables, prior to this program I never ate them because we couldn’t afford them.” -Brenda D., 2014**



## SNAP - ED Nutrition Education

In partnership with Stanislaus County Area Agency on Aging and Health Services Agency, the Healthy Aging Association provides nutritional lessons and handouts following MyPlate.gov guidelines. Lessons are planned and presented at various locations throughout Stanislaus County.

- Low income seniors or persons with disabilities
- Emphasis on increasing physical activity
- **65%** have a better understanding of how to read food labels to make healthier choices.
- **40%** have increased their fruit and vegetable intake.

## Senior Coalition of

### Stanislaus County (SCSC)

The Healthy Aging Association facilitates the SCSC, around Long-Term Services and Support (LTSS) issues. “The SCSC is part of [The SCAN Foundation’s](#) Community of Constituents initiative, building a statewide movement to transform the system of care so that all Californians can age with dignity, choice, and independence.”



Thank you major supporters



**Donate Online**

**Give a Gift in Memory or Honor  
Sponsor a YAH Participant or Class**

**Healthy Aging Association**

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**Make a Change  
Make a Difference  
Invest in Aging**