“Today is the oldest you’ve ever been, and the youngest you’ll ever be again.”
Eleanor Roosevelt

OUR MISSION
The New Orleans Council On Aging (NOCOA) exists to protect the rights, promote the well being, and enhance the self-esteem of New Orleans elderly by generating opportunities for self-reliance and independence.

OUR VISION
To have quality supportive services accessible to older adults in New Orleans so they are able to age in place with dignity - at home, in their communities.
Dear Friends,

More than 38 years ago, NOCOA paved the way and illuminated the struggles and triumphs of older adults. Back then, the needs of older people were not entirely on the radar, and so a committed group of senior citizen advocates, led by Emelda Washington, decided to create a nurturing space and direct service institution to ensure that older Americans were not only seen, but heard and cared for. NOCOA established a number of programs that addressed social isolation, food insecurity, and the unique social services needs of senior citizens.

As NOCOA grew, so did its mission to improve the lives of Orleans Parish older adults. With the population of people age 65 and over in the United States projected to double to 80 million before 2050, we know that we need to bolster our programs and extend our collaborative reach to prepare for an increase in the older adult population.

In the past year, we built strategic partnerships with other local and national aging organizations, and propelled the interests of older adults in local and state political discourse. We were instrumental in building support for and bringing attention to two capital improvement projects: The construction of the Carrollton-Hollygrove Senior Center and the Mercy Endeavors Capital campaign for a new senior activity center. We partnered with Southern Title, Inc. to provide more than 100 Thanksgiving baskets to our seniors. With the assistance of Entergy New Orleans, we were able to keep the lights on for at least 1000 clients through our Power to Care program. Our Retired Senior Volunteer and Senior Companion Programs successfully launched campaigns to support military veterans and their families and partnered with KIPP NOLA to provide books to students for the first ever children’s book drive. Finally, our dynamic and innovative Social Services department was able to help institute Zumba Gold, an exercise program for seniors, at Pontchartrain Park Community Center and Mercy Endeavors Senior Center.

We are proud of all these accomplishments and for all we do together with our partners and supporters for the most vulnerable of our communities.

Sincerely,

Howard L. Rodgers, III  
Executive Director
“In the end, it’s not the years in your life that count. It’s the life in your years.”
Abraham Lincoln
NUTRITION

By providing at least one daily, balanced meal, NOCOA helps to maintain an older adult’s health and independence and prevent premature placement into a nursing home or other long-term care facility.

Congregate Meals Program
Hot, nutritious meals are provided to older adults in senior centers and meal sites in Orleans Parish. The Congregate Meal Program offers healthy lunches to seniors in a group setting.

Home Delivered Meals
Meals on Wheels provides nutritious meals to homebound elderly who live alone, are bedridden or disabled, and do not have a support system of family and/or friends to assist with meal preparation. Daily, hot meals or weekly frozen meals are available for older adults who have difficulty obtaining a steady supply of food and experience some degree of hunger.

- 734 older adults were provided 67,896 Congregate Meals FY 2013-14
- 595 older adults were provided with 124,866 Home Delivered Meals FY 2013-14
- The Caesars Foundation and Harrah’s New Orleans Casino presented New Orleans Council on Aging (NOCOA), the local member of the Meals On Wheels Association of America, with a brand new, 2014 passenger van to expand the organization’s ability to provide meals to older individuals in the community. The new vehicle helps to deliver more than 7,500 additional prepared meals annually.
- Southern Title, Inc. partnered with NOCOA to deliver holiday meals to more than 200 seniors from nine Orleans Parish senior centers.
- New Orleans local officials delivered Turkey baskets to approximately 1000 needy families and senior citizens in New Orleans through area churches and HOPE The Food Pantry.

POWER TO CARE UTILITY ASSISTANCE

The Power to Care Utility Assistance Program provides aid to eligible low-income, elderly, or disabled customers to assist with their energy bills in times of financial distress. For seniors and the disabled on fixed incomes with dire health needs requiring the full use of utilities, access to this type of assistance is critical. Funding for this program is made possible by utility customer donations, Entergy New Orleans, and the United Way Emergency Food and Shelter Program. In addition, Entergy New Orleans provides weatherization kits, box fans, blankets, and energy efficient light bulbs to older adults. 613 clients were provided assistance by Power To Care totaling $108,050.24. None of the donations are used for fundraising or administrative purposes, so 100% of contributions go to the clients in need. The Power to Care doubles the impact of new pledges and one-time donations through matching Entergy shareholder contributions annually. Customers can make tax-deductible donations to The Power to Care fund at the secure website www.entergy.com or by checking a box to add a dollar or more to their monthly bill. Entergy New Orleans also sponsored the annual Fan Drive and provided 217 box fans to senior center participants, meal sites, and senior citizens groups in Orleans Parish.

MLK DAY 2014

To commemorate Dr. Martin Luther King Jr., the Retired Senior Volunteer Program (RSVP) and the Senior Companion Program (SCP) of New Orleans, LA held a 6-week Canned Goods Food Drive in December.

55 RSVP volunteers and 48 senior companions served approximately 300 hours and collected more than 500 nonperishable food items for donation to the Volunteers of America (VOA) Veterans Transitional Housing Program. This was the 6th Annual RSVP/SCP Martin Luther King Jr. (MLK) canned food drive to honor King’s vision of public service and social change.

RSVP volunteers from the Arthur Monday Senior Center, Harmony House Senior Center, Pontchartrain Park Community Center, and the RSVP Advisory Council collected food from their family and friends.

The non-perishable food items were distributed to the Volunteers of America - Greater New Orleans, Transitional Housing Program in New Orleans, LA on January 15, 2014.
“For it is giving that we receive.”
St. Francis Assisi
The Retired and Senior Volunteer Program (RSVP), under the Corporation for National and Community Services (CNCS), was established in 1971, and is now one of the largest senior volunteer organizations in the nation. Its mission is to provide a variety of service opportunities for retired persons age 55 and older by engaging them in diverse volunteer activities with various organizations in New Orleans. RSVP volunteer sites include churches, hospitals, museums, nursing homes, senior centers, government offices and an American Legion Post. The six focus areas include Disaster Services, Economic Opportunity, Environmental Stewardship, Education, Healthy Futures, and Veterans & Military Families to positively impact local communities and strengthen the nonprofit sector.

Outcomes:

- Volunteers provided service to 15 agencies and gave nearly 80,000 hours of volunteer service. During 2013, more than 50 new volunteers were recruited along with four new volunteer stations. The new partnerships included the American Legion Post 125, Franklin Avenue Baptist Church, Court Watch NOLA and Crossroads Louisiana. Volunteer recruitment met 80% of target as more older adults participated in community service.
- Volunteers of RSVP participated and co-hosted the Holiday for Heroes and MLK Day of Service with the Senior Companion Program. Holiday for Heroes project sent 1,191 Christmas cards to active U.S. military and families. The Corporation for National and Community Services (CNCS) partnered with the Martin Luther King Jr. Center for Non-violent Social Change to make King’s holiday a day of giving back; a day of service. Volunteers elected to have an annual food drive in King’s honor. In FY 2013-2014, over 1,000 food items were donated to The New Orleans Mission.

In honor of National Veterans Awareness Month, the Retired Senior Volunteer Program and Senior Companion Program of New Orleans, LA held a 6-week Winter Coats and Clothing Drive for Veterans.

Eleven RSVP/SCP volunteers along with the RSVP/SCP Advisory Councils collected clothing items from their family and friends. Over 150 clothing items were collected and distributed to Bethel Colony South Transformation/Women at the Well, which serves individuals (including veterans) in providing housing, food, clothing, and shelter.
Strength and beauty are the blessings of youth; temperance, however, is the flower of old age.”

Democritus
The Senior Companion Program (SCP) links together volunteers age 55 and over and the elderly and disabled who have difficulty with the simple tasks of day-to-day living. SCP provides in-home assistance to the elderly and disabled using trained volunteer companions who perform personal care, home management, respite, and other services. SCP has partnerships with local health care and social service organizations throughout the City of New Orleans.

Outcomes:

Hospital and Clinical Support Services – SCP volunteers provided non-medical assistance to clients with services which included: help with filling out forms, peer services, and social interaction. Clients were found to have a less stressful hospital stay because of SCP volunteers.

HIV/AIDS – Senior companions provided non-medical care five days a week from 4-8 hours each day. They assisted clients with activities of daily living (ADLs) and provided supportive services that improved client’s quality of life.

In-Home Care – SCP volunteers provided support to clients in need of home and community based care. Clients received in-home assistance with ADLs, personal care services (grooming, light housekeeping, and meal preparation), and were able to live more independently as a result of these volunteers.

Health and Nutrition – Clients receiving visits from senior companions show improved social skills and social interaction.

A TOUCH OF HOME

In support of the military and their families, the Retired & Senior Volunteer Program of New Orleans, LA and the Senior Companion Program of New Orleans, LA held a 6-week Holiday Mail For Heroes Christmas Card Drive.

150 RSVP and 54 SCP volunteers along with the RSVP/SCP Advisory Councils collected signed cards from their family and friends. 1,629 signed Christmas cards were collected and delivered to the American Red Cross.

The cards and personal messages provided a “touch of home” for U.S. troops and their families during the holiday season. The collected cards were distributed through the American Red Cross to military installations, veterans’ hospitals, and other military locations around the world.
“It is lovely to meet an old person whose face is deeply lined, a face that has been deeply inhabited, to look in the eyes and find light there.”

John O’Donohue, Anam Cara: A Book of Celtic Wisdom
SUBCONTRACTED SERVICES

NOCOA also serves as an Area Agency on Aging (AAA), a planning and coordination agency serving as a major provider of support for other nonprofit organizations providing services to older adults in Orleans Parish. NOCOA monitors these programs to ensure the quality of services is equal to or exceeds that which would occur if offered directly. Many of the subcontractors are able to leverage Council on Aging support with other resources to increase service availability.

Legal Assistance

The Advocacy Center provides legal advice, counseling, and representation by an attorney. The purpose of legal assistance is to aid older individuals in securing their rights, benefits, and entitlements. Older adults often need advance directives, wills, or protection from exploitation.

OUR SENIOR CENTERS COMMUNITY EPICENTERS
FOR OLDER ADULT SOCIALIZATION

NOCOA utilizes fourteen Orleans Parish senior centers that are designed to improve the health and prolong the life of elders by mitigating the physical, emotional, social, and financial challenges attributable to old age and disabilities. For many older adults, these centers are the only source of daily nutrition and socialization with peers. They also serve as resources for training professionals, lay leaders, and pharmacy students, for the development of innovative approaches to aging issues and/or problems, and as host sites for evidenced-based health programs. Senior centers hosted a wide variety of educational seminars ranging from Alzheimer’s disease awareness, positive aging, healthy eating, and falls prevention. They were also able to flex their civic awareness muscles by participating in Senior Voters Caucus 2014.

Arthur Monday Senior Center & Pontchartrain Park Senior Center

Arthur Monday and Pontchartrain Park are operated directly by the New Orleans Council on Aging. Arthur Monday is a multi-service center located in Algiers. Pontchartrain Park is a community center in Gentilly. They both serve as havens for social integration, wellness activities, recreation, and a hot, nutritious mid-day meal. The directors at both centers and staff acknowledge the diverse needs of these older adults and work to provide a stimulating and comfortable environment for them.

Outcomes:

- More than 920 seniors in Orleans Parish were provided with a high-quality social environment to prevent isolation and/or premature admission to nursing homes.
- Arthur Monday staff and seniors held their first indoor garage sale in 2013 to raise funds for the center; they were able to purchase a pool table for the center.
- Pontchartrain Park seniors participated in Zumba Gold exercise classes for the first time in 2014. The also participated in line dancing class, regular chair exercising, and the kick-off of a new arts and crafts program with weekly classes. Other Zumba Gold classes were held at Mercy Endeavors and Lower Ninth Ward Senior Center.
- The Carrollton-Hollygrove Senior Center capital project was launched and supported by the City of New Orleans for the construction of a new senior center site.
- Mercy Endeavors Senior Center secured some additional funding for their capital campaign to build a new senior center in the near future.
The National Family Caregiver Support Program (NFCSP) provides assistance to family caregivers who are responsible for meeting the needs of older adults and/or developmentally disabled relatives, as well as assistance to Grandparents Raising Grandchildren. Due to the efforts of relatives as caregivers, senior citizens are able to receive care in the comforts of their own home and reduce the risk of institutionalization. Children who are now being cared by grandparents have the advantage of family support, preventing entry into foster care system.

NFCSP Services: Information and Assistance, Counseling, In-home Respite, Outreach, Caregiver Support Groups, Material Aid, and Grandparents Raising Grandchildren (GRG) Support Groups

Outcomes:

• 297 clients received information and assistance. They were provided knowledge about additional resources and services.
• 55 clients received counseling services and were able to make informed decisions related to their caregiving role.
• 39 clients took advantage of In-Home Respite services. Caregivers using respite showed little signs of “caregiver burnout” and fatigue.
• 292 hours of outreach service was provided to Caregiver and GRG support groups allowed caregivers to become well informed caregivers, equipping them with the skills needed to care for their loved ones.

Homemaker Program -The Helping Hands
Homemakers assist the elderly with the instrumental activities of daily living (light home maintenance tasks such as housekeeping, laundry, shopping for groceries, and other chores) essential to helping the elderly remain in their home.

Outcome:

• 152 older adults received assistance with one or more of the instrumental activities of daily living, resulting in 11,512 hours of service.

Information & Assistance, Assessment, and Outreach
The Information and Assistance Specialist links elders and caregivers to the most current resources pertinent to the aging population. This includes the process of assessing the problems and capabilities of individuals, providing information, and pairing these individuals to the opportunities and services available. Outreach workers in the social services department provide in-home visits to older adults who request Meals on Wheels and Homemaker services. They also provide them with assessments, information, and/or outreach. 1,372 clients received 1,519 hours of service.

“The best classroom in the world is at the feet of an elderly person.”
Andy Rooney
ADRCs are part of a nation-wide network. Our ADRC/SenioRx is an extension of the Louisiana Answers Network. ADRC/SenioRx exists to assist disabled adults 21 years and older, and older adults 60 and older with unmet needs. This program also partners with other agencies/organizations to receive funding for specific types of unmet needs. This past fiscal year we have received such funding from the following programs: Senior Health Insurance Information Program (SHIIP), a major partner; Medicare Improvements for Patients and Providers (MIPPA); Office of Aging & Adult Services/Money Follows the Person (MFP)-Options Counseling; and the federal Emergency Food & Shelter Program (EFSP).

Outcomes for FY 2013-2014:

• **ADRC:** 1,698 unduplicated calls were received. Individuals and organizations were assisted, either with information or referral, through advocacy, or some other type of direct service provided by ADRC staff.
• **SenioRx:** 336 clients were assisted with obtaining prescription medication and saved a total of $219,411.57.
• **SHIIP:** There were a total of 85 SHIIP community outreach efforts to educate and enroll in various Medicare-related programs. Approximately 925 individuals received personal consultation regarding Medicare, Medicaid, and private health insurance. Many were enrolled in Medicare prescription drug plans and several were assisted with applying for federal and state Medicare assistance benefits for low-income Medicare beneficiaries. Those who were eligible for Medicare savings benefits are saving hundreds of dollars annually.
• **MFP:** 42 nursing home residents were individually counseled regarding transitioning back to the community. From the waiting list, 12 successfully transitioned back to the community.
• **EFSP:** A total of 27 disabled and older adults received assistance with their Entergy bills allowing them to be able to keep their Entergy utilities from being disconnected.
FINANCIALS

NOCOA AUDITED REVENUE 2014

NOCOA AUDITED EXPENSES 2014
## STATEMENT OF ACTIVITIES

For the year ended June 30, 2014

<table>
<thead>
<tr>
<th>FUNCTIONS/PROGRAMS</th>
<th>EXPENSES</th>
<th>NET (EXPENSE) REVENUE AND CHANGES IN OPERATING NET POSITION FOR THE YEAR ENDED</th>
<th>SUMMARIZED COMPARATIVE INFORMATION</th>
<th>PROGRAM REVENUES</th>
<th>CHARGES FOR SERVICES</th>
<th>CONTRIBUTIONS</th>
<th>PRIMARY GOVERNMENT GOVERNMENTAL ACTIVITIES</th>
<th>June 30, 2012</th>
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<td><strong>Primary Government</strong></td>
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<td><strong>Governmental Activities</strong></td>
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<td>General</td>
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<td>$ 279,977</td>
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<td>Supportive Services</td>
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<td>Nutrition Services</td>
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<td>(150,977)</td>
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<td>Utility Assistance</td>
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<td>182,596</td>
<td>23,601</td>
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<td>Multipurpose Senior Centers</td>
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<td>1,373,440</td>
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<td>(225,118)</td>
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<td>9,989</td>
<td>(401)</td>
<td>(7,456)</td>
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<td>Retired Senior Volunteers</td>
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<td>104,483</td>
<td>(9,643)</td>
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<td>Senior Companion</td>
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<td>259,960</td>
<td>785</td>
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<td>Caregiver</td>
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<td>149,601</td>
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<td>(13,749)</td>
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<td>Senior Rx</td>
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<td>97,230</td>
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<td>Administration</td>
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<td>108,715</td>
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<td><strong>Total Governmental Activities</strong></td>
<td>$ 4,542,094</td>
<td>$ 19,345</td>
<td>$ 4,307,967</td>
<td>(214,782)</td>
<td>(757,405)</td>
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General Revenues:
- Unrestricted Interest: 13,366 12,621
- Transfers In (Out): - -
- **Total General Revenue and Transfers**: 13,366 12,621

Change In Net Position:
- **(201,416)** 744,784

Net Position:
- Beginning of Year: 223,890 968,674
- **End of Year**: 22,474 223,890
Special Thanks to Our Community Partners, Donors, and Volunteers

Target
Belle Reve
Christian Home Health
Christian Hospice Service
Contin-U-Care Outreach Service
ElderCare Support Services
Interim LSU Public Hospital
LA Hospice and Palliative Care
Ochsner Foundation Hospital
Pathfinders Health Care, Inc.
Touro Infirmary

2475 Canal Street • Suite 400 • New Orleans, LA 70119
(504) 821-4121 • (504) 821-1222
Email: administration@nocoa.org
www.nocoa.org

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129957503557
Twitter handle: NOCOA@nocoa2015