



Annual Report

Our vision is to empower older persons to live safe and independent lives with dignity, purpose, and self-determination.

Our mission is to create and provide services for older persons to empower them to maintain their independence.



**Denise Flory, President
Lynn Peters, Vice President
Marcia Knutson, Secretary
Richard Ploeger, Treasurer
Vervon Davidson, Past President**

Donna Harvey, Executive Director

Message from the President

As this fiscal year 2008 draws to a close, I am reminded of HVAAA's vision statement ... "to empower older persons to live safe and independent lives with dignity, purpose and self-determination."

Throughout 2008, HVAAA focused on that vision as it increased the case management staff, implemented a Choices alternative for Meals on Wheels recipients, sought and received multiple grants for transportation, for Consumer protection, Elder Refugee Outreach and other needs, hired a Livable Communities Coordinator and opened an information center. When the tornadoes and floods devastated half of our 10 county area, HVAAA diligently worked to contact seniors and connect them with information and assistance. Although the floodwaters rose and fell in a relatively short period of time, the flood effort continues. Many people, including seniors, remain out of their homes and HVAAA continues to reach out.

In early 2008, the Salvation Army purchased the Waterloo Senior Center and the kitchen, that provided food for the Meals on Wheels program and the congregate meal sites, moved to the Kimball Ridge Center. The Waterloo Senior Center also found a home in the Kimball Ridge Center. In May, HVAAA hosted their first fundraiser, Behind the Scenes at the Isle of Capri.

HVAAA has an incredibly dedicated and committed staff. Donna Harvey, as executive director, continues to lead the aging network across this nation. She serves on federal and state level committees and task forces and educates politicians on the issues that impact older Americans. Donna's leadership and commitment to this agency cannot go unnoticed. Thank you Donna.

Behind every great leader is a committed and hardworking army. This staff worked long hours several times during this year to meet the needs of older lowans. Through the ice storms, the tornadoes, and the floods, HVAAA staff was present and dedicated to ensure the safety and well being of older persons. Their dedication and efforts cannot go unnoticed. Thank you to the HVAAA staff. You all truly made a difference in so many lives.

During an interview with KUNI public radio, John McCalley, director of the Iowa Dept. of Elder Affairs, stated, "HVAAA is a premier AAA in Iowa." We thank Mr. McCalley for recognizing HVAAA, its director and its staff.

In the next year, HVAAA and its Board of Directors will face the challenges of a changing government and an economic downturn. Will the resources, in terms of money and manpower, be available to keep our senior citizens independent and safe in their homes? What mandates will come from Congress and the Department of Elder Affairs?

Whatever lies ahead, HVAAA and its Board of Directors are guided by our vision to empower older persons to live safe and independent lives with dignity, purpose and self-determination. HVAAA lives its mission as it creates and provides services for older persons to empower them to maintain their independence.

A special thank you goes to Lynn Peters, Rasid Sadikovic, and Verv Davidson. These gentlemen joined this board in 2002 and are required by agency bylaws to step down. We appreciate the dedication and commitment each has shown to this agency and our older citizens.

Thank you also to all the volunteers who commit time and energy to deliver meals, make phone calls, and help seniors in many ways. HVAAA could not provide all the services it does without our volunteers.

In the year ahead, we will need to keep our vision in sight.

Denise Flory
President

2008 Board of Directors	
Denise Flory, Black Hawk	Mike Isaacson, Bremer
Jerri Mc Cracken, Butler	Richard Ploeger, Marshall
Lynn Peters, Bremer	Fr. Walter Brunkan, Butler
Jay Hall, Black Hawk	Ray Richardson, Black Hawk
Rev. Harold Miller, Grundy	Ralph Kremer, Buchanan
Ray Buchholz, Bremer	Roberta Atwell, Poweshiek
Rasid Sadikovic, Black Hawk	Verv Davidson, Hardin
Sharon Harms, Grundy	Joyce Buck, Marshall
Mike Wentzien, Tama	Marcia Knutson, Chickasaw
	Roselyn Bruns, Black Hawk

2008 Area Advisory Committee

The Older Americans Act stipulates that area agencies on aging must: *“establish an advisory council/committee consisting of older individuals (including minority individuals and older individuals residing in rural areas) who are participants or who are eligible to participate in programs assisted under this Act, representatives of older individuals, local elected officials, providers of veterans’ health care (if appropriate), and the general public, to advise continuously the area agency on aging on all matters related to the development of the area plan, the administration of the plan and operations conducted under the plan.”* Like the board of directors, the area advisory committee is a vital link between HVAAA and communities they serve. Though they have neither formal hiring nor formal fiscal responsibilities, nor any absolute say-so over agency organization, planning and policy, advisory councils provide crucial input to agencies regarding the particular needs and priorities of the communities and populations they represent.

Jerri McCracken, Chair, Butler

Denise Flory, Policy Board President

Esther Timm, Tama

Bonnie Kukral, Bremer

Brian Schoon, IA Northland Regional Transit Commission

Kenneth Hoff, Grundy

Mary Johnson, Chickasaw

Dean Wishmeyer, Black Hawk

Margaret Tarvin, Poweshiek

Elinor Hinders, Hardin

Sheila Bohr, RSVP

Kathy Eberle, Butler

Carol Hemsath, Buchanan

John Hawse, Black Hawk

Peggy Shenkle, Marshall

Shirley Davis, Marshall

July 1, 2007 – June 30, 2008

Highlights

The following highlights some of our successes:

- Sold the Waterloo Senior Center property and relocated the senior center operation to be co-located with the Kimball Ridge Senior Center
- Established menus for our meal program that offers our consumers two meal choices
- Provided case management services within older persons homes to over 1,000 individuals and their caregivers
- Established an education and information center at the Kimball Ridge Center that is open to the general public and full of resources to help individuals age with increased knowledge and support
- Collaborated with the Iowa Department of Elder Affairs, Iowa Public Television, and AARP to provide a local focus group based upon the televised “Caring for Your Parents”
- Established a “Livable Communities” program to encourage their citizens to grow up and grow old right where they live
- The Board of Directors received training from the Iowa Nonprofit Resource Center
- All staff received Customer Service Training from Dr. Bill Withers at Wartburg College
- One of HVAAA menus was selected to be served at the Governors Conference on Aging
- Mandatory reporting on elder abuse and education on elder abuse sessions were provided throughout the ten counties
- A celebration of the National Consumer Protection Week was coordinated by the HVAAA Consumer Protection Division

- HVAAA was awarded a grant for the National Consumer Protection Technical Resource Center from the Administration on Aging; and continuation grants for ; the Iowa SMP (Senior Medicare Patrol) Project from the Administration on Aging, and Elder Refugee Outreach Program from the Iowa Department of Human Services
- Evidence-based programs through Iowa Healthy Links were provided through partnerships with Fit Xpress and Black Hawk County Health Department and HVAAA staff to provide Stanford University's Chronic Disease Self-Management and Enhance Fitness developed by Senior Services in Seattle, WA
- Individuals received services from a variety of providers through a consumer-centered planning program where the individuals selects the service and the provider on an individualized basis
- Assisted with disaster response and recovery throughout all ten counties during F-5 tornado and floods
- The Fraud Education Call Center funded through a grant from AARP made 100,000 calls to individuals and mailed educational materials on fraud related topics
- Over 1,000 volunteers were recognized in May for the work they continue to provide to support the work of HVAAA
- 10 Fraud Education volunteers received the presidents volunteer Service Awards
- The Family Caregiver Program provided support services, information, and education to individuals providing care to their loved ones
- Senior Centers provided activities and meals throughout all ten counties



Sources of Funding

Federal Older Americans Act	\$1,430,812
Medicaid*	823,923
State General Funds	186,971
Senior Living Trust (State)	644,675
Cedar Valley United Way	60,246
Counties/Cities	5,000
Competitive Grants	740,298
Participant Contributions**	416,908
All Other***	355,557
TOTAL	\$4,664,390

*Case management and meals for qualified individuals

**All services provided by HVAAA are on a contribution basis as required

***Includes fundraising, private contributions, in-kind such as free space to provide senior centers

Contributions of \$100 or more

Evansdale AMVETS Auxiliary 31
 Margaret Cosner
 Ron Ihlenfeldt
 PETCO
 FitXpress
 Veridian Credit Union
 Ruth Bowers
 Fredericksburg School
 Kimball Ave. United Methodist Church
 Denise & Ronald Flory
 Roberta Atwell
 Lockheed Martin Integrated Systems
 -Brittany Dybevik
 Linda & John Stevens
 John Deere Waterloo Works
 Health Plus Agency
 Darlene Miller
 Rose Haven Nursing Home
 Donna & Jon Harvey
 Marvin Webb

Fundraising and Event Sponsors:
 the isle[®] casino & hotel at waterloo
 Bravo Printing Company
 Valley Services, Inc.
 Bankers Advertising Company
 Cedar Industries Inc.
 Community National Bank
 Evansdale Pharmacy
 FitXpress
 Home Instead Senior Care
 K&M Sanitation
 Nielsen Pest Control
 Oliver Products Co.
 PDCM Insurance
 Poweshiek County Council on Aging
 ProResource Realty
 Trends by Friends
 True Living Comfort Senior Care
 Witham Auto Centers
 Diercks Senior Care
 Bank Iowa
 Comfort Care Medicare, Inc.
 First Insurance
 Amenity Hospice

FY08 SERVICES PROVIDED

SERVICE NAME	UNITS PROVIDED	UNIT TYPE	TOTAL COST
Home Delivered Meals	196,908	1 meal	\$ 1,220,775.00
Case Management	17,481	1 hour	\$ 989,648.00
Congregate Meals	78,270	1 meal	\$ 510,238.00
Information & Assistance	6,407	1 contact	\$ 105,520.00
All Transportation	18,186	1 ride	\$ 86,384.00
Material Aid	538	per client	\$ 77,821.00
Homemaker	2,703	1 hour	\$ 51,564.00
Advocacy	248	1 hour	\$ 46,589.00
Outreach	3,363	1 contact	\$ 44,292.00
Senior Center Recreation	7,999	1 hour	\$ 38,916.00
Nutrition Education	7,058	1 session	\$ 36,737.00
Respite	5,938	1 hour	\$ 32,109.00
Preventative Health Promotion	10,738	1 contact	\$ 29,953.00
Public Information	1,100	1 session	\$ 26,117.00
Legal Assistance	390	1 hour	\$ 22,558.00
Emergency Response Systems	380	per client	\$ 18,529.00
Assessment/Intervention	383	1 hour	\$ 13,479.00
Chore	1,177	1 hour	\$ 9,404.00
Counseling	322	1 hour	\$ 8,765.00
Home Repair	38	per client	\$ 8,285.00
Medication Management	360	per client	\$ 5,964.00
Personal Care	207	1 hour	\$ 5,916.00
Mental Health Outreach	284	¼ hour	\$ 5,711.00
Training & Education	1,263	1 hour	\$ 3,710.00
Visiting	340	1 visit	\$ 2,102.00
Adult Day Care	38	1 hour	\$ 561.00
Administration	NA		\$ 194,999.00
Outside Grants	NA		\$ 1,067,744.00
TOTALS	362,119		\$ 4,664,390.00

Message from the Executive Director

As we conclude our 34th year of advocating for older persons and their caregivers and coordinating services to assist them in remaining independent, it gives us an opportunity to reflect on our successes but also to prepare for future challenges, opportunities and increased successes.

The winter weather challenges combined with the spring tornado and floods allowed us to test our vision and mission statement to ensure that we are truly focused on who we are serving and what we provide. As the director, I believe we met that test. Throughout all the challenges provided in delivering meals, driving to elder's homes to provide case management, staff arriving to the workplace safely, responding to the federally declared disasters while continuing our normal work, finding extra funds from any source possible to assist persons deeply affected by the disasters, recruiting volunteers to assist with the work to be done to improve the lives of elders, etc., I am proud to say that our Board, our Area Advisory, our staff, our volunteers, and our community partners continuously joined together to "empower older persons to live safe and independent lives with dignity, purpose and self-determination". We would not have achieved some of these successes without the support, guidance, and on-going technical assistance from our federal and state governing entities – the Administration on Aging and the Iowa Department of Elder Affairs respectively.

As we begin our 35th year of operation, our opportunities are endless and our challenges are many. With the current economic challenges facing the nation, we know that will impact the elders, the federal and state government, and our agency. We will have to rise to the challenge of another potential "disaster" in the coming months with warnings of reduced funding, increased costs, and increased needs of low to moderate income elders. But again, I believe if HVAAA stays focused on our mission and vision, listen closely to the needs of the elders, and operate as a sound business, we will be able to clearly share our accomplishments at the conclusion of fiscal year 2009.

It is our pleasure to serve the counties of Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Grundy, Hardin, Marshall, Poweshiek and Tama as YOUR area agency on aging and look forward to our continued partnerships in enhancing the lives of older persons throughout the area.

Donna Harvey
Executive Director