



H.E.L.P.

Annual Report for 2012

Because Older Adults Matter

H.E.L.P. is dedicated to empowering older adults and their families by providing impartial information, education and counseling on elder care, law, finances and consumer protections so they may lead lives with security and dignity. *We provide current and accurate information on care resources, legal protections and financial planning tools. Our purpose is to ensure that older adults and their families will be able to make well-informed decisions on what might be in store. In this 2012 annual report, we would like to share some information on those who came to us for assistance, and those whose donations made our continued services secure.*

Education and Counseling Services

Programs

Private Consultations on long term care planning or estate administration.

Full Classes – two hour classes that provide information on ways to stay in charge with powers of attorney for healthcare and finances; wills, trusts, probate-court avoiders; elder residential care options; financial planning tools and Medi-Cal coverage for nursing home care.

Mini Classes – 30 to 60 minute presentations on aging preparedness and care issues.

Listen, Then Help – in-person, telephone, e-mail, or mail information, advice and service referrals.



Publications

Nuts and Bolts Guides – concise guides making complicated issues understandable.

Your Way – end-of-life planning, communication guide and an advanced health care directive.

H.E.L.P. Is Here – quarterly magazine bringing the latest news and information on elder care, law, finances and consumer protection.

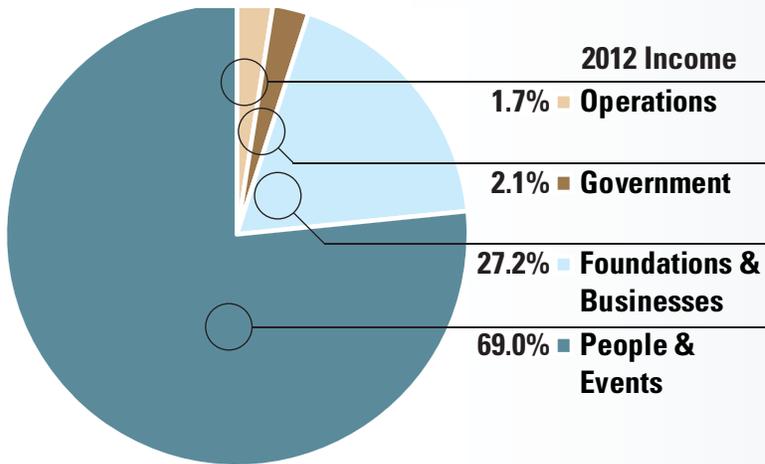


Website

Our website offers up-to-date information and resources instantly across the United States and the world.



Financial Results



Every dollar counts – 70% of our spending goes directly to programs (unaudited, before preparation of IRS Form 990).

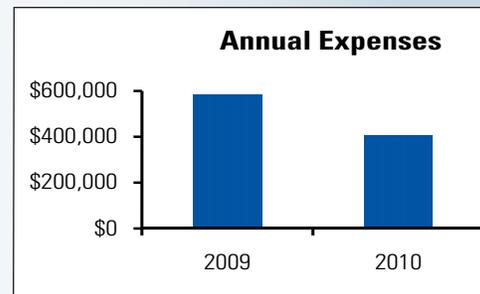
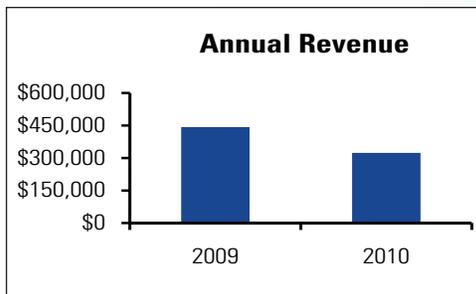
2012 Expenses

68% Programs



32% Management, General, & Fundraising

To provide quality services to older adults and their families, H.E.L.P. depends on generous and continuing support from its donors. In 2012, more than 98.3% of our funding relied on these donations, as shown by the pie chart above. Unfortunately, the financial downturn has impacted us and many other organizations in California. However, specific steps taken by H.E.L.P.'s Board of Directors to be more flexible and efficient will result in H.E.L.P.'s continued strength for at least the next 10 years.



Service Achievements

H.E.L.P. experienced many service achievements throughout 2012. To make sure we stay efficient and effective in the coming year, we have made noted service improvements while streamlining the staff and placing more emphasis on the contributions of volunteers, many of whom offer ears of professional experience and expertise. As a result, seniors and their families are able to receive in-office legal consultations as well as advice on healthcare and financial matters, and information on available government entitlement programs. In addition, H.E.L.P. continues to partner with other organizations to present informational community classes and workshops, telephone and email consultations, and helpful publications.

In 2012, H.E.L.P. presented 40 community classes with an attendance of 1,262 and participated in 21 community events impacting over 1,100 attendees. H.E.L.P. also distributed close to 30,000 publications and directly served over 5,500 clients. Each year, more than 350,000 people visit our website to receive information on eldercare issues.

Volunteers

Bob Abelson, Jean Adelsman, Jimi Andersen, Maureen Baker, Dorothy Carlton, Marge Carter, Linda Cochrane, Kathleen Davis, Danielle Dawson, Fran Day, Helen Dennis, Mary Fernandez, Barbara Freeman, Michael Goguen, Sibylle Grebe, Deanne Hanson, Elizabeth Hoang, Shelley Johnson, Laura Kauls, Joyce Kochanowski, Sharmone LaRose, Stephen Love, Cathy Luciano, Mardy Maehara, Lou Atha Marriott, Lisa Martinez, Samantha Martinez, Elaine Miller, Linda Moriwaki, Sally Moton, George Nakano, Lynne Neuman, Beth O'Gorman, Cynthia Oh, Helene Park, Julia Parton Rosas, Kaki Roy-Mathers, Sharon Ryan, John Schimmenti, Helen Schroeder, Nancy Scott, Nick Shubin, Isabella Smit, Helen Taylor, Frances Walker, Hillary Watts, Jennifer Wilson, Kay Yamada

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Support Levels

Mega Super Colossal H.E.L.P.er - \$50,000 or more; Super Colossal H.E.L.P.er - \$25,000 to \$49,999; Colossal H.E.L.P.er - \$10,000 to \$24,999; Benefactors - \$2,500 to \$9,999; Partners - \$1,000 to \$2,499; Super H.E.L.P.er - \$500 to \$999; Extra H.E.L.P.er - \$100 to \$499; Big H.E.L.P.er - p to \$99

Businesses

Super Colossal H.E.L.P.er Toyota Motor Sales, U.S.A., Inc.; **Colossal H.E.L.P.er**; Labrador v. Seattle Mortgage Company; **Benefactor**; Lincoln Iron & Metals Inc.; Southern California Edison Company; **Partner**; Burkley & Brandlin LLP; Mackenroth Land Company, Inc.; Providence Little Company of Mary Medical Center; Watson Land Company; **Extra H.E.L.P.er**; Brigante, Cameron, Watters & Strong LLP; Conover & Grebe, LLP; Exxon Mobil Corporation; HomeLife Partners, LLC; Jayne Products, Inc.; Kaiser Permanente South Bay Medical Center; L.A. Press; Moore McLennan, LLP; Ralphs Community Contribution Program; Terranea Resort; Torrance Hospital IPA Medical Group (THIPA); **Big H.E.L.P.er**; GoodSearch; Lou Atha Incorporated

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