



H.E.L.P.

Annual Report for 2009

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 protection so they may lead lives with security and dignity. *We provide solid, accurate and current information and advice on financial planning and elder care so that older adults and families can make better decisions, learn how to help themselves, and avoid or deal with crisis situations. In this annual report, we would like to share some information on how we served those who came to us for help in 2009, and on those who made it possible.*

Education and Counseling Services

Programs

Private Consultations on long term care planning or estate administration.

Full Classes – two-hour classes that answer questions about powers of attorney, wills, probate, probate-avoidance, living trusts, long-term care insurance, long-term care options and Medi-Cal 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.

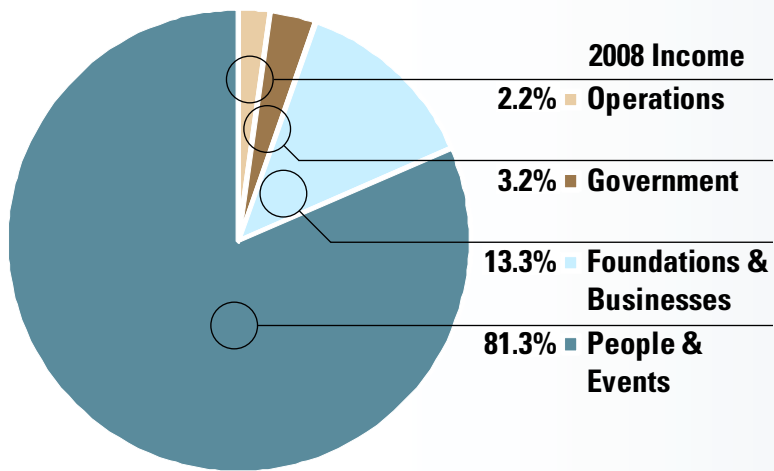


Websites

Our websites offer up-to-date information and resources instantly across the United States and the world.



Financial Results



Every dollar counts – 66% of our spending goes directly to programs (according to our most recent IRS Form 990).

2008 Expenses

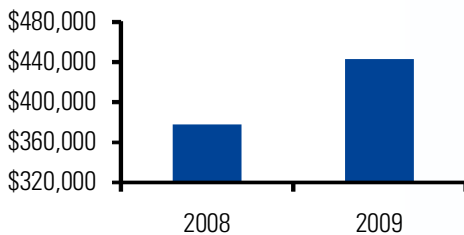
66% Programs



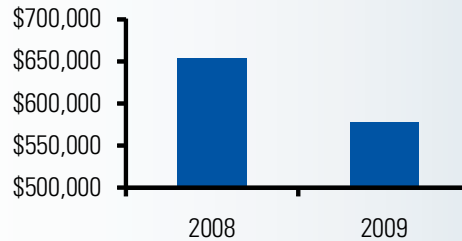
34% Fundraising and Management & General

H.E.L.P. depends on the generous support of donors to provide services for elders and their families. In 2009, donated dollars provided more than 97.8% of our funding as shown by the pie chart. The financial downturn has effected many organizations in California and we are no different. Seeing an opportunity, the H.E.L.P. Board of Directors have taken steps to remain flexible and ultimately more efficient which will result in H.E.L.P. remaining in your community for the next 10 years.

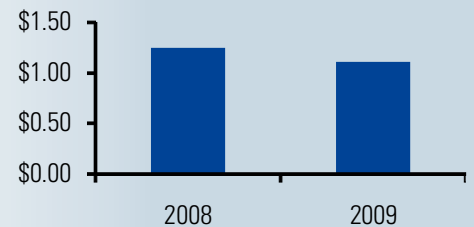
Annual Revenue



Annual Expenses



Spent Per Counted Helping

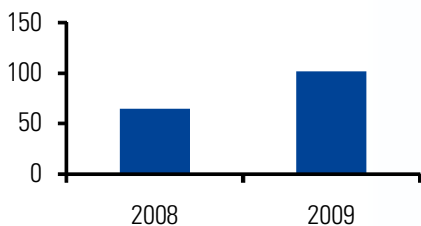


Service Achievements

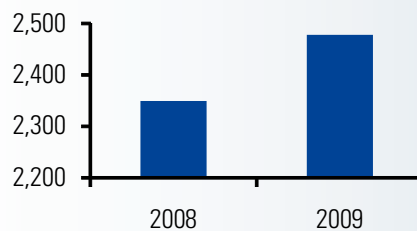
2009 was a great year of service achievements for H.E.L.P. During this challenging year, we were able to bring our services to more people this year than last year. We are also stepping up in 2010 to bring more service improvements and additions to make sure we stay efficient and effective.

H.E.L.P. stepped up its efforts to bring more classes to the community, by increasing the number of classes 57%, and getting the word out about our classes. The result (shown below) was an increased attendance from last year.

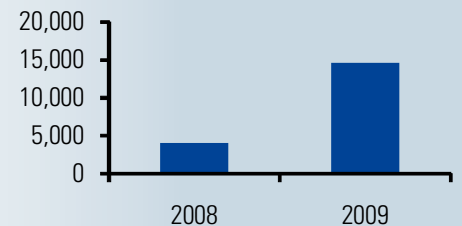
Classes Presented



Class Attendance



Distributed *Your Ways*



The above chart shows the distribution of *Your Ways*. Due to articles appearing in MSN and the Los Angeles Times we had a 266% increase in distribution from last year.

Volunteers

David Allerby; Lou Atha; Eleanor Barkelew; Erika Bernard-Webb; Tyner Brenneman-Slay; Mary Cilva; Monroe Thomas Clewis; Ruth Doddy; Karen Duncan; Mary Fernandez; Liz Fitzgerald; MaryAnn Gray; Tim Gray; Angus Hall; Barbara Harrison; Tomiye Hatanaka; Cathy Hendrickson; Ryan Iwamoto; Joe Jaurequi; Joshua Jaurequi; Satchel Jaurequi; Lisa Martinez; George Nakano; Michael Park; Tamiko Park; Helen Schroeder; Jennifer Sittel; Emily Stuhlbarg; Vera Ulrich; Ann Wittels; Jerry Wittels; Lois Yoshimoto • 2009 Retired Board Members: Julia Parton; Nan Salley

Donors

Support Levels

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

Businesses Colossal H.E.L.P.er: Alcoa Fastening Systems; Toyota Motor Sales, U.S.A., Inc. • **Benefactors:** Brigante, Cameron, Watters & Strong; Charles McDonough Accountancy Corporation; Conover & Grebe, LLP; Lincoln Iron & Metals Inc.; Mackenroth Land Company, Inc. • **Partners:** Bank of America Matching Gifts; Burkley & Brandlin LLP; ExxonMobil Corporation; Jayne Products, Inc.; Kaiser Permanente; Lou Atha Incorporated; U.S. Trust, Bank of America Private Wealth Management; Virco Mfg. Corporation • **Super H.E.L.P.er:** Continental Development Corporation; L.A. Press; Watson Land Company • **Extra H.E.L.P.er:** Belmont Village of Rancho Palos Verdes; Civic Light Opera of South Bay Cities; Hermosa Beach Playhouse; Home Instead Senior Care; Karen Galas/Homelife Partners LLC; The Olson and Duncan Agency • **Big H.E.L.P.er:** Anonymous; Harbor Terrace Retirement Community

Foundations, Government and Groups Colossal H.E.L.P.er: Los Angeles County Supervisor Don Knabe • **Benefactors:** Abe & Catherine Kaplan Philanthropic Fund; Los Angeles Vanguard; City of Torrance; Employees Community Fund of Boeing California; The Noble & Lorraine Hancock Family Fund; The Leo Buscaglia Foundation • **Partners:** City of Rancho Palos Verdes; Employees Charity Organization of Northrop Grumman; John Gogian Family Foundation; Kiwanis Club of Rolling Hills Estates; Los Angeles County Bar Foundation; Sandpipers Philanthropy Trust Fund; Sidney Stern Memorial Trust; The Corwin D. Denney Foundation; Torrance Memorial Medical Center • **Super H.E.L.P.er:** Negri and Rancho Gardens Foundation • **Extra H.E.L.P.er:** Daughters of the British Empire Kew Gardens Chapter; Hope Chapel Christian Church; ITW Foundation (Matching Gifts Program); Torrance Lions Club • **Big H.E.L.P.er:** Torrance Lions Club; Anonymous (2); Harbor Church; Lutheran Women's Missionary League of Immanuel; Nativity Catholic Church Tops 253; South Bay Chapter, NARFE

Individuals Mega Super Colossal H.E.L.P.er: Estate of Helen L. Goring • **Super Colossal H.E.L.P.er:** Jimi K. Andersen; Trust of Dorothy K. Simper • **Colossal H.E.L.P.er:** The Scriba Family • **Benefactors:** Anonymous; Hoon Ho; David & Patricia Negrete; Nan Salley; Frank & Marilyn Schaffer; Elaine Seegar • **Partners:** Robert & Rosalie Abelson; Anonymous (3); Michael & Honeya Barth; John Belzer and Lesley Silverstone; Jim & Jacky Connolly; Kate Crane; Jennifer Denis; Helen Dennis; Marylyn Ginsburg & Chuck Klaus; Glass Family Trust; Tom & Cathy Grove; C.R. Bob Holmes; Ed & Pat Long; Logan Meyer; George & Helen Nakano; Carol Lee Rhyne; Dick & Carolyn Seaberg; Mr. & Mrs. Shumaker; Ellen Tarlow; Clark & Debby Terrill; Westside M.A.P.S.; Jerry & Anne Wittels; Dwight & Kay Yamada • **Super H.E.L.P.er:** Anonymous (3); Ed & Susie Beall; Thomas & Frances Booth; David & Ann Buxton; Denise de Cock; Bruce & Kaaren Hoffman; Ed & Marcia Kuplis; Edward Lassiter; Hal & Connie Lazar; Marian Lyons; Mildred & Howard Marx; Cynthia Rustanius; Ami & Jennifer Shneiderman; Rich & Jennifer Sittel; Ralph Staunton; Bob & Carolin Wade; Steve Wroblicky • **Extra H.E.L.P.er:** Lucinda Akana; Allen Alpay; Aegis Living of Chino Hills; Keith & Laurie Anderson; Rose D. Angulo; Anonymous (32); Mr. & Mrs. Anstey; Kevin Ashworth; Roger & Carolyn Ayers; Robert & June Bacon; Paal & Edel Bakstad; Kathleen Barker; John Batchelor; Mary Kay Birmingham; Betty Blackman; The Rev. James Bogardus; Law Office of Violet Boskovich; Gretchen Calhoun; Richard Casey; Ed & MaryAnne Chappellear; John Chevedden; Brian Chou; Mr. & Mrs. John Clark; Annetta Cochran; Steve & Adrienne Cole; Elyse & Lloyd Crisfield; Don & Jeanne Culler; Ted & Janice Dalton; Connie Davenport; Janet & Howard Davis; Joan Dearborn; Duane & Patricia Denney; John Doyle; Mr. Duffy; Mary Dufresne; Dorian Dunlavey; Lisa Edmondson; Berkley & Beth Eichel; Leatrice Felt; Howard Fishel; Dan & Liz Fitzgerald; Edith Garvey; Douglas & Rowena Gordon; Sibylle Grebe, Esq.; Bob & Suzi Gulcher; Tom Gullett; Mary Haag; Mr. & Mrs. Hagopian; Gerhard & Ruth Harnack; Mary Harris; Bill & Kathy Heidebrecht; Jim & Cathy Hendrickson; Carol Herrington; Abbas A. Heydari; Dick & Darlene Hill; Mr. Hindenlang; Isaac Hirano; Emanuel and Karen Hirsch; Ira Hirschfield & Tom Hansen; Joanne Hoffman; Darlene Holubiak; Karen Hopkins and Louis Bodnar; Harry & Chita Horii; Stella Horton; Mr. Hubka; Philip Huff; Sam & Phyllis Imamoto; James Ivens; Bill & Chris Jameson; Juris & Laura Kauls; Dennis & Carol Kern; John & Leilani Dagostino; J. & Annette King; Don Kirby; Ellen Kircher; Hanako Kishiyama; Thomas Koehring; Albert & Ethel Kovach; Peter & Sue Kunoth; Donald Lanzinger; Brian & Renee Lauffer; Rosemary Leake; Brian & Vini Leamy; Dennis & Gail Leburg; Orson Leong; Louise Lindberg; Mr. & Mrs. Lohrer; Mary Long; Nancy Mahr; Joseph & Patricia Maiolo; Julie & Ralph Manuel; Ms. Martinez; Del McCulloch; Donald & Patricia Mehlig; Linwood & Catherine Melton; Charmaine Meyer; Ljerka Miller; Mrs. Morrow; Mr. Morse; Sunny Moss; Richard & Vivien Murtha; Marilyn Nielson; Russell Noel; Cliff Numark; George & Joan Paulikas; Ari & Lauren Perelmuter; Ted & Carolyn Porter; Sylvia Raban; Anna & Arnold Ramirez; Frederic Randa; Bill & Betty Reichert; Ed & Shirley Retzler; Mike & Debbie Richardson; Jerry & Diane Richman; Ralph Robertson; John E. and Joan Rockwood; Philip Ross; Doris Rushton; Sharon Ryan; Harold & Lillian Savitz; Fumie Sayegusa; Alan & Sandra Scharff; Harry & Donna Schauwecker; William and Margaret Schell; John & Vickie Schoenfeld; Peter Schultz; David & Elaine Scott; Arthur & Elissa Shapiro; Tom & Ruth Shigekuni; Paul Slavich; Bernard Slotnick; Dick & Ann Smisek; Janet Smith; Karoline Snakenborg; Robert Splinter; Sherwood and Anna Sterling; Evelyn Stern; Pauline Sturgeon; Bill & Phyllis Sussman; Michael Swanson; Karen & Chuck Tucker; John & June Uharriet; Bea & Paul Virobik; Robert & Elly Visser; Vera Wallen; Ruberta Weaver; Herbert & Rebecca Webb; Louis Weintraub; Bradley Williams; Bobbe Wise; Woody & Carol Woodruff; Anthony & Mary Yanko; Mr. & Mrs. Zapp; Lois Zells • **Big H.E.L.P.er:** Lula Anderson; Violet Anderson; Anonymous (132); Robert & Karen Armstrong; Mr. Ashway; Dallas Atkins; Mr. & Mrs. Atkins; John & Betty Auleta; Mr. Avendano; Ms. Ayers; Jacki Bacharach; Carter & Cookie Bailey; Ida Baker; Forrest Barker; Patricia Barlow; JoAnna Barnett; Jose & Norma Barrionuevo; Robert Basch; Anne J. Basen; Glenn Bauer; Rick Belding; Kathy Benz; Alis Berin; Gayle Berry; Bette & Mark Bershak; Henry Birkinbine; Madelaine Birnbaum; Marsha Blake; Josefina Boehm; Alvin & Judy Borne; Ms. Bowers; Stuart & Beverly Boyle; Thomas & Annabel Branigan; Mr. & Mrs. Breier; Eleanor Brown; Fred Browne; Michael W.

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