



2025 Annual Report

Senior Resource Center

Helping Seniors of Brevard

Helping Seniors of Brevard is a 501(c)(3) nonprofit organization founded in 2011 as a 100% local Brevard County charity.

Entering our 15th year of service, our mission remains steadfast: to inform, educate, and connect Seniors and their families to trusted resources that positively impact their aging journey.



Fast Facts – 2025

Senior Information Helpline

- **4,545 calls answered on the Senior Information Helpline**
- **4,000+ inquiries handled via email, text, and online forms**
- **575+ walk-up inquiries served at the Senior Resource Center**

Senior Media & Education Outreach

- **96,000 copies of *Helping Seniors News* in *Senior Scene*®**
- **1,052 Helping Seniors TV shows aired on SCG-TV**
- **27,100 YouTube views (up 336% from 2024)**
- **479,047 Facebook views (up 1,397% from 2024)**
- **127,068 website page views (up 297% from 2024)**
- **57,398 website visitors (up 342% from 2024)**
- **52 Helping Seniors Radio shows broadcast on WEJF-FM**

Senior Education Programs

- **168 community events featuring Helping Seniors resources**
- **50+ educational programs/clinics hosted at Resource Center**
- **30+ Senior Expos events providing Senior Education**
- **10+ Speakers Bureau presentations delivered**
- **20+ business-to-business events participated in**

Signature Education Programs

- **Knowledge College for Aging** – Aging Plan development
- **Helping Seniors Wellness Series** – Health and wellness education
- **Senior Tech Talk** – Technology skills for quality of life
- **Nourish Your Spirit** – Doctor-recommended cooking classes
- **Golden Providers** – Business-to-Business senior services training
- **SCAM JAM** – Fraud prevention (co-produced with AARP)
- **Walk with a Doc** – Senior wellness initiative (with AARP)

The Helping Seniors Senior Resource Center

Helping Seniors is headquartered on the **second floor of the Apollo Professional Tower**, located at **1344 S. Apollo Blvd., Melbourne, Florida**, in the heart of Brevard County's medical district and just blocks from the area's major hospital.

The **5,600-square-foot donated space** houses the Senior Resource Center—a comprehensive hub dedicated to serving Seniors. The Center is home to:

- The Helping Seniors Information Helpline (now in its 15th year)
- Education and outreach programming
- A state-of-the-art broadcast and podcast studio
- Community-focused businesses serving Seniors with excellence



Kerry Fink, Helping Seniors Executive Director, in the Senior Resource Center Podcast Studio Interviewing Alex Thorpe and Tami Leeberg, ARNP, for Helping Seniors TV Program.

Main Program Results – 2025

Senior Information Helpline

The Helping Seniors Helpline at (321) 473-7770 answered 4,454 calls in 2025, providing free assistance to Seniors and their families navigating:

- Housing
- Medical care
- Legal matters
- Financial concerns
- Transportation
- Caregiving and more

Additional support included:

- 4,000+ inquiries handled via email and online contact forms
- 1,200+ walk-up visitors assisted at the Resource Center

Top Inquiry Categories (2025):

- 30% – Health & Wellness
- 29% – Housing
- 15% – Household services
- 14% – Financial (tied with Transportation)
- 12% – Legal

The Helpline is enhanced by our “Stay Connected” program, where trained volunteers make weekly check-in calls to Seniors who opt in for continued support.

Media Outreach & Senior Education

Helping Seniors News in *Senior Scene*®



A 12-page center-section magazine featuring expert columns on aging-related topics. *Senior Scene*® distributes **8,000–12,000 copies monthly** at over **500 locations** throughout Brevard County.

Helping Seniors TV

- **1,040 broadcasts** aired on SCG-TV
- **41 new half-hour episodes** produced in 2025
- **27,100 YouTube views** (up 336% year-over-year)

Helping Seniors Radio

Weekly one-hour broadcasts on **30,000-watt WEJF-FM**, reaching all of Brevard County and streaming online.

Podcasts

All TV and radio programs are available on major podcast platforms, including Apple Podcasts, Spotify, iHeartRadio, Amazon Music, YouTube Podcasts, and more.

Helping Seniors Media Additional -



Hometown News - Helping Seniors full-page appears in 2 editions of Hometown News each month to promote upcoming Helping Seniors activities and events. Hometown News publishes 5 editions within Brevard County and boasts a circulation of nearly 60,000 per issue.

Helping Seniors is featured regularly in Al Dia Today Newspaper, The Tattler Newspaper, Spotlight Magazine, and Space Coast Daily.

Digital Outreach Highlights

YouTube - Helping Seniors YouTube reported 27,118 views in 2025 (336% more than 2024), with watch time of 2,300 hours (558% more than 2024) and added 248 subscribers (490% more than 2024). Top viewed Helping Seniors TV program in 2025 was "VA Aid & Attendance Benefits" - with 14,104 views.

Facebook - Helping Seniors Facebook reported 479,047 views in 2025 (1397% more than in 2024) with demographics as follows: 34.7% - 65+ 26.8% - 55-64 18.6% - 45-54 14.5% - 35-44 4.8% - 25.34

Facebook reports top cities as Melbourne (29.1%), Palm Bay (22%), Rockledge (10.8%), West Melbourne (8.5%), Merritt Island (5.9%), and Indian Harbour Beach (5.3%) with 191 net new followers during 2025.

Related Facebook pages also reached additional audiences, including Senior Resource Center of Brevard with 25,004 views in 2025; Golden Providers with 12,316 views in 2025; and Knowledge College for Aging with 5,588 views in 2025.

Website - HelpingSeniorsofBrevard.org reported 127,068 views (up 297% from 2024's 32,000 views) from 57,398 visitors (up 342% from 2024's 13,000 visitors).



Senior Resource Center Programs -

In 2025, the Center hosted 80+ events, including:

- 50+ educational programs and clinics
- Wellness Series presentations
- Knowledge College for Aging classes
- Senior Tech Talk workshops
- Nourish Your Spirit cooking classes
- Health screenings and specialty clinics
- Medicare and Medicaid Lunch & Learns
- Fundraisers, job fairs, and community meetings

The Helping Seniors Wellness Series



Dr. Lee Sheldon, noted area Periodontist, with Drs. Sheldon & Furtado, and Helping Seniors Board Member presents at one of the Helping Seniors Wellness Education Series events at the Senior Resource Center.

Expert professionals in medical and wellness arenas, reinforce the concept that the #1 Building Block on each person's Aging Plan should be maximizing Health and Wellness.

2025 topics included Surgeon Dr. Robert Brennan (Omni Healthcare) on Low Back & Hip Pain, Peter Renz (Fyzical Therapy) on Fall Prevention and Balance, and Tami Leeberg, ARNP, on Senior Health - Mind & Body. Programs are also recorded for Broadcast on SCG-TV and on-demand channels online.

The Helping Seniors Knowledge College Series



Dana Jarrett, Executive Director at Brookshire Assisted Living, CDP Vice Chair of the Brevard County chapter of the Florida Assisted Living Association presents on Senior Living Options at Knowledge College for Aging.

Experts guide in the principles of developing a personal Aging Plan - for maximum success - something we call “Getting Your Ducks in a Row” for best peace of mind.

2025 topics included Jackie Erickson, PNC VP & Branch Manager, speaking on Senior Finances and Banking Safely, Dr. Rosemary Laird, ClinCloud, on Advances in Memory Care, and Tisha Hill (Raymond James) on principles of Longevity Planning. Programs are also recorded for Broadcast on SCG-TV and on-demand channels online.

The Helping Seniors Senior Tech Talk Series



Senior Tech Talk Instructor Bri Prentice shares information - in a hands-on class setting - designed to help our Seniors master use of their smartphones for maximum effectiveness and safety at these popular monthly classes.

Guided by millennial computer/smartphone expert Bri Prentice, who shares her expertise to help Seniors become adept at using the modern technology so often required these days to conduct many day-to-day commerce functions.

In addition to adding the Senior Tech Talk Series, Helping Seniors was approved by AARP's Senior Planet division as an official licensed Senior Tech Training Center - which offers access to more than 200 courses that have been developed by OATS (Older Adults Technology Services). Additional Senior Planet technology classes will be offered at the Senior Resource Center beginning in early 2026.

The Nourish Your Spirit Cooking Series presented by Senior Helpers



Chef Jillian Zebris, of Chefs for Seniors, shares nutritional cooking tips and easy-to-replicate Recipes at the “Nourish Your Spirit” program presented by Senior Helpers.

Chef Jillian Zebris, of Chefs for Seniors fame, serves up a healthy-style cooking course offering delicious tastings along with the opportunity to learn how to prepare nutritious meals that keep the Doctor happy.

The Senior Resource Center also presented dozens of additional Clinics and Screenings on-site - including the Touch of Excellence Senior Care Foot Clinic, ClinCloud Memory Screenings, and the Omni Healthcare Brain Health summit.

The Center also hosted 5 Lunch & Learns to help Seniors learn about Medicare/Medicaid, an Arosa Care Job Fair, as well as Rock Steady Boxing Fundraiser to combat Parkinson's Disease. The Center also hosted gala events include the Brevard Association of Human Services Talent Show fundraiser, the International 50 over 50 Podcast Awards program, and the Friends of Joe Holiday Gathering to celebrate Helping Seniors Founder Joe Steckler. In all, including Business Meetings, the Center hosted 80+ events in 2025.



*Some of the amazing people who support the work of Helping Seniors who joined the group
"Friends of Joe" photo December 19th 2025 at the Center on "Joe Steckler Day"*

Community Engagement & Partnerships

Helping Seniors participated in 168 community events, including:

- AARP programs and chapter meetings
- Senior Expos
- Church and civic events
- Automotive and community festivals

Additional Education Programs -

Golden Providers Business-to-Business Network



Golden Providers "Selfie" from the June 2025 Meeting at Glenbrooke Senior Living

Helping Seniors continues to play a leadership role in the business-to-business education efforts of Golden Providers, a 501(c)(3) nonprofit organization. Golden Providers is dedicated to connecting businesses and organizations that serve Seniors, promoting a culture of excellence, collaboration, and accountability across the senior services industry.

Golden Providers hosts monthly educational meetings designed to train and equip professionals to become high-quality, trusted providers of Senior services. In support of this mission, Golden Providers has developed a Certification program for individual professionals and an Accreditation program for organizations, with initial classes scheduled to launch in early 2026.

Senior Expos & Information Events



*Helping Seniors Director of Operations Nancy Deardorff
at Platinum Expos "Aloha" Senior Expo at Wickham Park Community Center.*

Helping Seniors maintained a strong community presence in 2025 by participating in **more than 30 Senior Expos and community events** throughout Brevard County. These included the March and November “**Mega Senior Expos**” at the Melbourne Auditorium, as well as key regional events such as the **Walk to End Alzheimer’s** in Cocoa, Florida, and the **Brevard Recovery Fest** at the Melbourne Auditorium.

Attendance at these events ranged from small gatherings of 10 participants to large-scale events drawing more than **1,000 attendees**. At each event, Helping Seniors staffed an information table, providing **face-to-face engagement**, personalized guidance, and trusted resource information to Seniors, caregivers, and families.

Through its ongoing collaboration with **AARP Florida**, Helping Seniors also co-produced **two Senior Appreciation Day events** and participated in **nine AARP Chapter 1413 (Indian Harbour Beach) meetings** and **four AARP Chapter 2622 (Palm Bay) meetings** during 2025—reaching approximately **100 Seniors per event**.

Helping Seniors Speakers Bureau & Professional Outreach

In 2025, Helping Seniors spoke at **10 civic and community organization events** throughout Brevard including presentations to **Neighbors of Suntree**, who recognized Helping Seniors with a **\$10,000 award** in support of the organization’s mission, as well as engagements with **Central Baptist Church of Melbourne, Temple Israel of Brevard County, Abundant Life Church of Palm Bay, the Red Hat Society of Melbourne**, and others.

Helping Seniors was invited to present at **business-focused programs**, including a 2025 meeting of the **Florida Assisted Living Association** at One Senior Place. In addition, the organization participated in **20 business-to-business events** across Brevard County, including the **Brevard Medical Directors Association Long-Term Care Symposium**, the **Space Coast Human Resources Association Caregiver Resource Fair**, and **Florida State Guardianship Association Annual Conference**.

Helping Seniors & AARP Florida Partnership



*Some of the AARP Walk with a Doc Participants in the Group Photo
at a recent 2nd Friday "Walk with a Doc" at Merritt Square Mall*

In 2025, Helping Seniors significantly expanded its collaboration with **AARP Florida**, strengthening a shared commitment to delivering impactful programs for Seniors throughout Brevard County. The partnership spanned **more than 34 events** during the year, ranging from AARP chapter participation to the **co-development and delivery of signature educational and wellness programs**, substantially extending Helping Seniors' reach and effectiveness county-wide.

Among the highlights of 2025 was the establishment and promotion of a full year of **Second Friday "Walk with a Doc"** programs at **Merritt Square Mall**, led by **Lydia Rivera, ARNP**, promoting regular physical activity and preventive health for Seniors. In addition, Helping Seniors facilitated several high-impact AARP programs, including the **AARP Back to Work 50+ Job Fair**, **AARP Senior Advocacy Training**, and the **AARP "AI" Summit**, which featured national **AARP Senior Planet experts** providing Seniors with a practical roadmap for understanding artificial intelligence and protecting themselves from AI-generated scams.

Helping Seniors AARP SCAM JAM



*Lois Thomas, Customer Solutions Facilitator at Career Source Brevard Flagler Volusia
Shares on Employment Scams at SCAM JAM Viera at The Brenntity.*

In 2025, Helping Seniors partnered with **AARP** to launch the **SCAM JAM** program designed to help Seniors—and those who care for them—recognize, avoid, and report scams. This **full-day intensive program** graduated **more than 100 “Scam Jammers”** through sessions held in **Viera and Titusville**.

SCAM JAM featured expert presentations from **law enforcement, banking professionals, and elder law attorneys**, who shared practical strategies for identifying fraud and protecting personal and financial information. Each event was further enhanced by a presentation from the **AARP Fraud Watch Network**, providing nationally recognized tools and resources for scam prevention.

Building on its strong success, SCAM JAM will expand in **2026** to include **five events scheduled throughout Brevard County**, with the goal of reaching and educating the majority of Seniors across the community.

Community Involvement & “Stay Connected” Outreach — As part of its “Stay Connected” initiative, Helping Seniors places a strong emphasis on maintaining meaningful, face-to-face connections with Seniors, caregivers, and families throughout Brevard County. A core component of this outreach is the organization’s active presence at community and senior-focused events, where the Helping Seniors team engages directly with individuals, answers questions, and provides trusted guidance and resources.

In 2025, Helping Seniors participated in nearly 168 community events, including:

- AARP activities and chapter meetings (34 events)
- Senior Expos and related events (32 events)
- Church and faith-based events (20 events)
- Automotive and related community events (51 events)

In addition, Helping Seniors maintains a seat on the Brevard Commission on Aging, a Brevard County Commission-sanctioned advisory board. Executive Director Kerry Fink serves as Chair of the Advocacy Committee, which was established in 2025. In 2026, the committee will launch a countywide Senior Needs Assessment Survey, in collaboration with the Commission and community partners, to better identify and address the evolving needs of Seniors across Brevard County.

Helping Seniors Behind-the-Scenes -

Helping Seniors Fundraiser and Fun - As a non-profit, fundraising is an integral requirement for our continued ability to provide services to the community.



*The 9th Annual Helping Seniors Car Raffle drew 5,000+
to the American Muscle Car Museum on Sunday, October 26, 2025.*

Helping Seniors Car Raffle — The **9th Annual Helping Seniors Car Raffle** offered participants the exciting opportunity to choose from **seven brand-new vehicles**. On **October 26, 2025**, at the **American Muscle Car Museum**, the winning ticket belonging to **Tom and Patti Kabana** was drawn, and they selected a **Kia** as their prize.

With the continued support and permission of **Boniface Hiers Automotive** and the **American Muscle Car Museum**, Helping Seniors has announced the date for the **10th Annual Helping Seniors Car Raffle**, scheduled for **Sunday afternoon, October 25, 2026**. As a milestone year, Helping Seniors looks forward to making the 10th raffle **the most successful to date** in support of services for Seniors.



"The Ticket Barrel" at the 9th Annual Helping Seniors Car Raffle at the American Muscle Car Museum.



The 9th Annual Helping Seniors Car Raffle saw record attendance and featured a perfect "Sunday at the Museum" with fun inside and outside, with a great Car Show as well.

Helping Seniors Foundation Cruise — The **January 2025 Helping Seniors Foundation Cruise** brought together dozens of Seniors and their families from across Brevard County for a memorable voyage aboard the **MSC Seashore**, departing from **Port Canaveral, Florida**. Special Needs Certified Travel Advisors **Chris Morse** and **Betty Powers** accompanied the group to provide expert support throughout the journey.

MSC Cruises generously donates to Helping Seniors from the proceeds of group sailings. Looking ahead, two future fundraising cruises are already scheduled: a **7-night Eastern Caribbean cruise aboard MSC Grandiosa** departing **January 24, 2026**, and a **7-night Alaska cruise aboard MSC Poesia** departing **June 1, 2026**.



The 5th Annual Helping Seniors Foundation Cruise, on board the MSC Cruises Seashore, offered a great vacation value and a solid fundraiser for Helping Seniors.

Board of Directors

The Helping Seniors Board - The Board, which meets monthly, is composed of Business Leaders in the community, most of whom have extensive experience in Senior Care and Elder Matters. The Executive Board consists of John Harper (President), Kerry Fink (Vice President), Tisha Hill (Treasurer), and Dr. Shelly Horne (Secretary).

The Road Ahead



As 2025 concludes, Helping Seniors enters 2026 on a good financial footing with plans for continued service growth and innovative program expansion. As a **100% local Brevard County nonprofit**, Helping Seniors remains committed to serving the growing Senior population of the Space Coast.

We thank our donors, partners, volunteers, and community supporters for making this work possible.

Platinum Transparency 2026

Candid.

15 Years in the Making!

HelpingSeniorsofBrevard.org

