



About Us

Vivalon is the largest nonprofit serving older adults and people with disabilities in Marin County.

For over 68 years, Vivalon has served as the central resource hub for Marin County's older adults and people with disabilities. Vivalon has helped this valuable population stay active, informed, supported and nourished, while also meeting their crucial transportation needs. We believe that beyond our services of Rides, Meals, Classes, Care and Advice, there is something more vital at work: the power of human connection. Our goal is to help the individuals we serve thrive through that power of connection, and support them as they walk their individual healthy aging path.

Awards

Vivalon is honored to have received numerous awards, including:

2022 Nine Time North Bay Business Journal Best Places to Work Award

2022 North Bay Business Journal North Bay Gives Award

2022 Pacific Sun Best of Marin Award, Best Senior Services

2022 Marin IJ Reader's Choice Award – Best Nonprofit Organization

2022 Marin IJ Reader's Choice Award – Best Social Organization

2021 Pacific Sun Best of Marin Award, Best Senior Services

2021 Marin IJ Reader's Choice Award – Best Nonprofit Organization (Honor Award)

2021 Marin IJ Reader's Choice Award – Best Soup (Honor Award)

2021 Marin IJ Reader's Choice Award – Best Business Lunch (Honor Award)

2020 Pacific Sun Best of Marin Award, Best Senior Services

2020 San Rafael Chamber of Commerce Large Business of the Year

2020 Marin IJ Reader's Choice Award – Best Nonprofit Organization (Honor Award)

2020 Marin IJ Reader's Choice Award – Best Social Organization

For additional awards, please visit www.vivalon.org/about/awards

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connection works wonders

RIDES MEALS CLASSES CARE ADVICE

Who We Serve

For over 68 years, Vivalon has been the go-to transportation and nutrition resource for Marin's older adults and their families. It's been our distinct honor to serve as a trusted friend in our community, serving as the catalyst for seniors to age well by creating engagement and connectedness at every touch point.

Formerly known as Whistlestop, Vivalon expanded its scope over the years to serve the needs of vulnerable residents of Marin County, regardless of their age. In addition to transportation and nutrition, our programs and services include: Lifelong Learning, Healthy Aging services, classes, activities and advice.

Marin is the fastest aging county in the state of California. It's estimated that by 2030, one in three individuals in Marin County will be 60 or older. The high cost of housing in Marin County has forced many children of older adults to move away, leaving their parents without a strong family support network and important resources. At Vivalon, we believe that Marin's older adults deserve the dignity of being able to remain in Marin County and have equitable access to whatever resources, connections and services they need in order to age with dignity, independence and grace.





Vivalon History – A Trailblazer in Providing Services for Marin’s Older Adults



In 1954, a grassroots community group in Marin County decided to band together to make sure that their elders were not forgotten. This was before the time of senior centers, considerations for people with disabilities, or specialized transportation. This grassroots group started the Marin Senior Coordinating Council (aka Vivalon), a charitable senior-focused organization. Their goal was to provide programming, advice and administrative services to organizations working to better the lives of older adults.

In 1968, the first volunteer-based ride service began with one vehicle, a stepping stool, and a commitment to help one another. This early simple act of kindness blossomed through the years, and now Vivalon provides over 30,000 people each year with rides, meals, classes, care and advice that help them lead happier, healthier, more connected lives.

Today, Vivalon hosts a vibrant Healthy Aging Center with a full schedule of services and activities. In addition to transportation services, Vivalon also provides Meals on Wheels, Vivalon Nourish, other forms of nutrition, classes and workshops, health and wellness information, and other social engagement opportunities. Highly regarded in the community, Vivalon is the largest nonprofit serving older adults in Marin County.

"The original vision of the grassroots community group formed in 1954 has been realized. Marin County's older adults can rely on Vivalon to stay connected, active and engaged in life to their fullest ability. Our new Healthy Aging Campus and the expansion of our Healthy Aging Program will offer a new model of care for this vital and growing part of the Marin community." – Anne Grey, CEO

Important Dates From Vivalon History

1954 – Marin Senior Coordinating Council, Inc. forms to address the growing needs of older adults

1963 – First SUN newsletter printed (later renamed *The Express*, then *Connections*)

1968 – First ride offered to aging resident

1971 – The Council starts using the Whistlestop name

1971 – Whistlestop opens formal activities and café as a senior center

1972 – First paratransit ride offered in partnership with Marin Transit

- 1975** – Information & Referrals program begins
- 1976** – Nutrition Program begins
- 1977** – First Annual Volunteer Appreciation Dinner
- 1979** – First Whistlestop Resource Directory published (now the *Directory of Older Adult Services*)
- 1996** – Whistlestop begins contract with Golden Gate Regional Center to provide rides to individuals with developmental disabilities
- 2006** – Remodeled Jackson Café opens
- 2012** – Whistlestop Meals on Wheels partners with the County of Marin
- 2013** – Brown Bag food pantry launches in partnership with SF/Marin Food Bank
- 2013** – Healthy Aging Campus envisioned to combine affordable housing for older adults, healthy aging services and an integrated care clinic for Marin’s older adults
- 2014** – Whistlestop Nourish program launches, bringing home-delivered meals to those with chronic or life-threatening illness
- 2015** – CarePool volunteer driver program launches
- 2017** – Missed Appointment Reduction Service launches working with healthcare providers to provide transportation to reduce missed medical appointments for vulnerable populations
- 2018** – Development agreement signed with BioMarin and Eden Housing for new Healthy Aging Campus
- 2019** – Healthy Aging Program established
- 2020** – Whistlestop expands its services to address growing needs during the COVID-19 pandemic
- 2020** – Non-Emergency Medical Rides (NEMT) for Medi-Cal patients launched
- 2020** – Whistlestop expands transportation services to San Francisco and Sonoma counties and opens a regional transportation center in Santa Rosa
- 2020** – Marin Senior Coordinating Council changes its name to Vivalon
- 2022** – Vivalon breaks ground in its Healthy Aging Camps
- 2023** – Projected date for opening of Healthy Aging Campus



About Our Name

Previously known as Whistlestop, Vivalon took on a new name in 2020 to mark the expansion of our programs and services.

Our decision to change our name from Whistlestop to Vivalon underscores our belief that beyond the essential services we provide: Rides, Meals, Classes, Care and Advice, there is something more vital at work. It is the energy you feel when you receive human care and human attention. It's what happens inside you when someone knows your name, or remembers your birthday, or makes an inside joke. It is the vital force of human interconnection. With its prefix of "viva" meaning "life" and the suffix "lon" for "longevity," Vivalon evokes images of activity, vitality and a healthy, vibrant life.

Viva + lon = Vivalon

Latin root
"viva" means
life

Suffix
"lon" means
longevity

Marin's Hub for
Healthy Aging

Our goal at Vivalon is to help the individuals we serve thrive through the power of connection. We continuously strive to create programs and services that, through human care and attention, enable them to live a more vibrant, healthier and happier life.

Our Mission

Vivalon's mission is to advance independence, health, and quality of life for older adults and people with disabilities.

Our Values - HEART

Honesty

We conduct our business with integrity. We are honest, transparent, and ethical. We do the right thing.

Equity

We are committed to diversity, equity, and inclusion with opportunities for everyone to thrive. We educate ourselves, practice allyship, and seek out all voices and perspectives.

Appreciation

We serve with compassion, value every person we meet, and provide solutions for those we serve.

Responsibility

We have a responsibility to make a positive difference in the lives of those we serve. We follow through on our commitments and challenge ourselves and others to do more.

Teamwork

We believe in the strength of collaboration and the sharing of diverse ideas and competencies that foster open communication, trust, and cooperation.

Client Stories



Susan Pagan

Susan is a fourth generation San Franciscan who now lives in San Rafael. Since December of 2019, she has been receiving seven meals a week from Meals on Wheels, delivered by volunteers. As Susan says, "I've been very impressed with the service and the food. It tastes good, it's healthy and I really like it. And the food is really helping. The meals are balanced and varied and provide fruit, vegetables, and protein. The meals I receive are almost all I eat. I had my blood work done recently and for the first time, it came back perfect. I credit Meals on Wheels!"



Linda Tichy

Linda is a Vivalon volunteer CarePool driver and a flight attendant. Driving for CarePool allows her to give back in a way that fits into her schedule. "I love this volunteer program," she says. "I have developed relationships with many riders, such as Joan. She and I have become friends, so I drive her whenever I can. I've been volunteering about a year, along with my husband, Bill, who is also working and volunteering as a CarePool driver. We both find it fabulously rewarding. When I come home, I know I've done something kind for someone. I love to make it part of my day. I hope others out there will be inspired to give a little bit of their time to this wonderful program."



Franklin Amster

Franklin has his choice of luncheon spots, but he'd rather go to Vivalon's Jackson Café any day. "Someone introduced the place to me seven years ago, and I've been coming ever since. I like older people, interacting, conversing. Sometimes we just share what we've done all day. I've met professionals who are retired engineers and doctors. I like to make them laugh." Franklin feels, if you haven't discovered the Jackson Café, you are missing out on a great lunch spot. "There is free parking and great food, but above all, the volunteer staff are friendly and helpful, everyone knows your name, and the company you find there is great, along with the conversation."

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connection works wonders

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Our Impact

During FY 2021/22, we served 15,431 individuals throughout our community.



Nutrition

Nutrition services are a core part of our efforts to help people age healthily and live a vibrant life. During FY 2021/22, **we served 109,813 meals**, including Meals on Wheels, Nourish, Jackson Café and Community Breakfasts. We **provided 135,942 pounds of healthy groceries free of charge** to low-income older adults through our Brown Bag Pantry and **distributed 17,820 pounds of food** through our Monthly Food Box program.



Transportation

We operate 365 days a year to make sure that no member of our community is ever isolated, due to a lack of transportation. During FY 2021/22, we provided: **244,930 rides** to older adults and people living with disabilities.



Activities

We offer a dynamic list of classes, workshops, social groups and other activities to help seniors in the Marin community live a vibrant, healthy lifestyle. Our activities include: fitness, computer skills, wellness, nutrition, social groups, discussion groups, day trips, and a wide range of other options. During FY 2021/22, **we hosted 2,109 classes and events**.



Volunteerism

We offer satisfying opportunities for people in the community who want to give to others. Our volunteer positions include meal delivery drivers, transportation drivers, café servers and cashiers, Healthy Aging Center hosts, information and referral advisors, administrative support and class instructors. Our more than **300 volunteers** double our capacity to support our community. During FY 2021/22, **our volunteers dedicated 21,482 hours** to support our clients.



Pre-Approved Quotes

"The original vision of the grassroots community group formed in 1954 has been realized. Marin County's older adults can rely on Vivalon to stay connected, active, and engaged in life to their fullest ability. As Marin's Hub for Healthy Aging, we're incredibly proud to serve over 16,000 vulnerable residents each year. Additionally, our new Healthy Aging Campus slated to open in 2023, and the expansion of our Healthy Aging Program will offer a new model of care for this vital and growing part of the Marin community."

– Anne Grey, Vivalon CEO

"Vivalon provided its first ride to an aging Marin resident in 1968 and has continuously provided safe and reliable transportation for Marin's older adults and people living with disabilities since then. Access to reliable transportation continues to be one of the biggest barriers to care and independence. Through Vivalon's specialized transportation offerings, we have helped thousands of Marin residents have access to essential services, such as medical care, food, and social engagement. I'm incredibly proud to be part of an organization that provides such a critical resource for Marin County's most vulnerable citizens."

– Erick Villalobos, Vivalon General Manager of Transportation Services

"At Vivalon, we understand how important good nutrition is for good health, and we work every day to ensure that older adults and those living with chronic illness get the nutrition they need. We also know that a meal is so much more than a meal. It's connection. It's a safety net. It's letting our neighbors know that someone cares. Knowing we are providing this vital service to people in need, is what motivates me to come to work every day."

– Erika Vaughn, Vivalon Home Delivered Meals Manager

"Vivalon has a long and strong history of helping vulnerable populations and providing 'Healthy Aging' paths for all older adults in Marin. Vivalon's extensive range of programs and services connect our community, through social engagement and learning opportunities, improving the health and well-being of many of our older adult neighbors. Our 'Healthy Aging' programs and services are an integral part of Vivalon's innovative model of care, and our goal is to keep our doors open to every older adult in Marin."

– Stephanie McNally, Vivalon Director of Healthy Aging

Vivalon

HEALTHY AGING CAMPUS

MARIN'S VISIONARY MODERN HUB FOR OLDER ADULTS AND THEIR FAMILIES

THE CHALLENGE: ISOLATION

Studies now show that loneliness is as closely linked to early mortality as smoking up to 15 cigarettes a day or consuming more than six alcoholic drinks a day, and is even worse for longevity than being obese or physically inactive. Yet over 16,000 older adults in Marin are living alone.

**OVER
16,000
OLDER
ADULTS IN
MARIN
LIVE
ALONE**

THE SOLUTION: CONNECTION

The Healthy Aging Campus will be a welcoming, central hub for all of Marin's older adults and their families – a place to connect, learn, share a meal, attend classes and activities, and experience meaningful engagement.

THE CHALLENGE: HOUSING

Affordable housing specifically for older adults in Marin is a critical need that must be addressed right now. It is estimated that 7,000 of today's older residents need affordable housing.

THE SOLUTION: AFFORDABLE HOMES

In partnership with local nonprofit Eden Housing, Vivalon's new Healthy Aging Campus will provide 66 studio and one bedroom homes for older adults at affordable rents in a central, community-based location. This is the first building in Marin that will feature 100% affordable units specifically for older residents (age 62+).

**7,000 OF
TODAY'S
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THE CHALLENGE: AN INADEQUATE HEALTHCARE MODEL

Medicare was enacted in 1965. But now, thanks to modern medicine, the number of Americans over 85 will more than triple within 30 years. Without a change, Medicare and Medicaid will be inadequate to meet the needs of the aging American population.

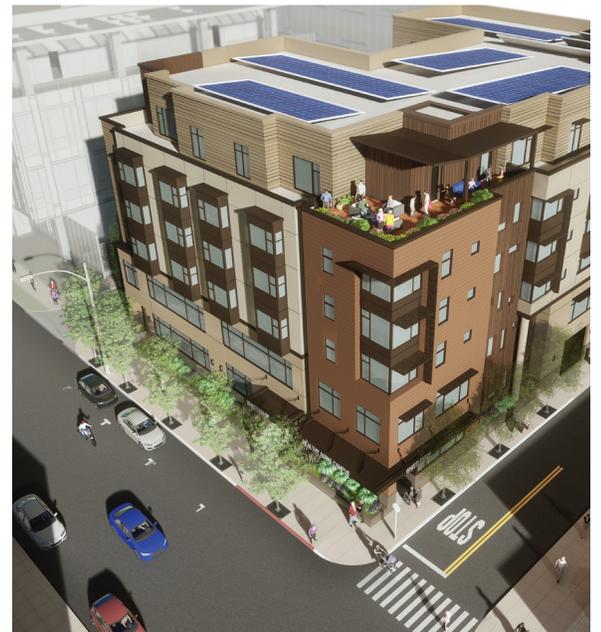
**THE
HEALTHY
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THE SOLUTION: HEALTHY AGING SERVICES & INTEGRATED CARE

There is growing recognition that non-medical services are as important for health and longevity as medical care. Housing, food, transportation and social connection must be part of a comprehensive health plan for older adults. Vivalon's Healthy Aging Campus will combine desperately needed affordable housing for older adults with wrap-around healthcare services, vibrant programs, accessible transportation and a myriad of programs designed to foster social connection. An integrated care clinic will coordinate Vivalon services with healthcare that is currently available in our community. The Campus will be open to *all* of Marin's older adults – not only those who live onsite.

TIMELINE

The expected completion date is Fall 2023.



The Vivalon Healthy Aging Campus,
99 Third Street, San Rafael.

For information on this project, please contact
Vivalon CEO, Anne Grey at agrey@vivalon.org.

It's time for a community-based solution to a growing community crisis.

VIVALON'S CORE BELIEFS

THE POWER OF HUMAN CONNECTION IS THE CENTRAL INGREDIENT FOR QUALITY OF LIFE

Medical science is now proving what we at Vivalon have known all along: that social isolation and loneliness are as much a factor in overall health and wellbeing as behavioral factors such as smoking and inactivity. These factor into a person's longevity as much or more than genetics. Research now suggests that social relationships influence health outcomes such as blood pressure and immune functioning just as much as

The Vivalon Campus will be embedded within the community, near transportation and a vibrant downtown.

whether people take their medications. All people have the need to feel connected and engaged. As one Vivalon member put it, "You can have all of the 'things' you need (services, transportation, food, etc.) but there is no happiness without a social network." The need for human connection transcends economic status and age. So does Vivalon.

AGING IS A COMMUNITY RESPONSIBILITY

The traditional American model where aging is thought of as an individual or family issue rather than a community responsibility does not hold true in Marin, where the cost of housing forces many children of older adults to move away. Older adults are left without the typical family support network, and without the resources to pay for their basic needs. Vivalon envisions a connected community where older adults are celebrated

and nurtured, and where all people have equitable access to whatever resources, connections and services they need in order to thrive.

We call this Aging Equity, and we believe that we all share in the responsibility to make this vision a reality. It's time to start treating aging as a community responsibility.

...in Marin, where the cost of housing forces many children of older adults to move away.

VIVALON IS THE RIGHT LEADER AT THE RIGHT TIME

In a culture where aging is often defined by stigma and fear, and support systems are fragmented and difficult to navigate, people are looking for a trusted leader. Vivalon has been a trusted community partner for 67 years, and has stepped into a leadership role, partnering with local housing and healthcare providers to develop a "modern health hub" at its new Healthy Aging Campus that supports the social and health needs of older adults and provides affordable homes in a central, community-based location. It's time for a community-based solution to a growing community crisis.

VIVALON IS THE CATALYST FOR OLDER ADULTS AND THEIR FAMILIES TO AGE WELL

For 67 years, Vivalon has served as a central hub and resource where Marin's older adults gather and connect. With myriad opportunities for engagement, we serve as a convener of knowledge, support, education, connection and resources for older adults in Marin County. Vivalon also

serves as a vital resource for Marin County's adult children of aging parents, providing them peace of mind that their parents are well cared for, engaged and happy while they attend to family and work responsibilities of their own. Vivalon is committed to being the catalyst for personal growth, community, and true connectedness and engagement for older adults and their families.

IT'S TIME FOR A PARADIGM SHIFT IN WELLNESS FOR OLDER ADULTS

There is growing recognition that non-medical services for older adults are as important as those received in a medical provider's office. In fact, genetics and healthcare have a combined 40% effect on overall health, while social, environmental, and behavioral factors contribute a whopping 60%. Yet a focus on social connection and support is lacking from the traditional model of care for older adults. These "Social Determinants of Health" need to be part of a comprehensive health plan for older adults if our goal is to truly enable and encourage overall health, longevity and wellness. Older adults manage better in a communal setting because they have social connection and feel part of the fabric of their community. The new Vivalon Healthy Aging Campus will address the medical and social needs of Marin's older adults to age with health, vitality, dignity and grace.

...a focus on social connection and support is lacking from the traditional model of care for older adults.

Vivalon envisions a connected community where older adults are celebrated and nurtured.



Board of Directors



Beth Reizman, Board President

Beth is a long standing member of the Marin community and holds the position of Chief Credit Officer at Bank of Marin. As a member of Bank of Marin's Executive Management Team, Beth helps set the strategic direction for the bank and has contributed to its growth and success over the last 24 years. She has extensive non-profit board experience, including leadership roles on the boards of Marin Workforce Housing Trust, Novato Human Needs Center, North Bay Children's Center, and Novato Sunrise Rotary. She has also been a long-time volunteer in her Lucas Valley community. As well as the Vivalon board, Beth also serves on the board of the Marin Aging and Disability Institute. She holds a BA degree in Economics from Stanford University.



Stan Moore, Vice President

Stan practiced law for over three decades and has been involved in the non-profit sector for more than a decade. He has held several positions in the legal sector with a focus on corporate, telecommunications and regulatory matters, including with a SF law firm, large corporations and two start-ups. For the past 15 years, Stan has participated on voluntary teams organized by the Stanford School of Business and has provided consulting services to various organizations, including Hospice by the Bay, Buckelew Programs, Homeward Bound of Marin, Halleck Creek Ranch, Community Matters, and Vivalon. At Vivalon he served on the Finance Committee and is currently chair of Vivalon's Audit Committee. Stan has also been on the boards of Marin Academy, and Buckelew Programs.



Tom Bonomi, Treasurer

Tom is President and CFO of Price Family Vineyards & Estates ("PFVE"). PFVE and its affiliates own majority interests in Kistler Vineyards, Gary Farrell Vineyards & Winery, Head High, LUTUM and Three Sticks. PFVE and its affiliates also own Durell Vineyards, Gap's Crown Vineyard, Walala Vineyard and other vineyard properties in Sonoma County, totaling 400 planted acres. Tom is also the Co-Manager of Kistler Vineyards and currently serves on the Pride Mountain Vineyards Board of Managers and the Sonoma State University Wine Business Institute Board of Directors. Prior to joining PFVE, Tom was Managing Director with Global Wine Partners. He started his wine career with Jackson Family Wines. Upon graduating from University of San Francisco, Tom earned his CPA, while working with KPMG.



Douglas Reilly, Secretary

Douglas is vice president at Lucasfilm Games where he oversees Lucasfilm’s games and interactive business. He started at Lucasfilm in 2006 as a member of the business and legal affairs team and in 2012 transitioned to the interactive team. Prior to Lucasfilm, Douglas spent over a decade in the interactive software industry at Cosmi Corporation where he served as vice president and general counsel. He was also associate general counsel at Broderbund / The Learning Company where he led development and licensing deals for several popular gaming franchise. Douglas, a long-time Marin resident, has been a volunteer mentor and advisor for Students Rising Above, a nonprofit organization that helps send low-income and first-generation college students to four-year colleges and universities.



Walt Buster, Board Member

Walt’s experience in education spans over fifty years. He has held various roles at academic institutions and school districts throughout California, first as a teacher and assistant principal in Fullerton, CA, then principal for the San Anselmo School District. He also served as superintendent of the Fairfax School District, Tamalpais Union High School District, Cotati-Rohnert Park Unified School District and Clovis Unified School District. Additionally, Walt has taught at Sonoma State University, San Francisco State University, and founded a leadership institute at Fresno State University. He currently serves as a consultant to the Marin County Office of Education, and cohort mentor and adjunct professor for the Brandman University doctoral program in leadership.

Walt previously served as a board member for The California Endowment and presently serves as a trustee for Marshall B. Ketchum University. He has published articles in education journals and is co-author of *A Practical Guide to Effective School Board Meetings*.



Wynn Canlas Canio, MD, AGSF, CMD, Board Member

Wynn is a geriatrician and psychiatrist, currently serving as chief of geriatric medicine at Kaiser Permanente San Rafael and regional dementia care clinical lead for Kaiser Permanente Northern California. She started her career at Kaiser Permanente in 2012, when she joined Kaiser Permanente Santa Rosa as chief of geriatric medicine. Wynn’s work and advocacy extend beyond Kaiser Permanente. In 2019, she was appointed by Governor Gavin Newsom to the State Alzheimer’s Prevention and Preparedness Task Force. Additionally, Wynn recently joined the California Health and Human Services Agency Alzheimer’s Advisory Committee and the Centers for Disease Control and Prevention (CDC) BOLD Center on Early Detection of Dementia Advisory

Council. Wynn also served as chair for the COVID-19 Pandemic Sonoma County RCFE/SNF Workgroup meetings during the height of the pandemic and is currently on the board of directors of the Sonoma County Senior Advocacy Services.



Paul S. Castro, Board Member

Paul serves as Senior Consultant with Applied Strategy Associates, specializing in executive coaching, organizational development and interim executive services. An active member of the national and regional non-profit community, he is currently serving as Interim Executive Director of the California Partnership to End Domestic Violence. In 2018, Paul retired as President and Chief Executive Officer of Jewish Family Service of Los Angeles (JFS) after nearly four decades of service to that organization in various roles, helping grow the organization's operating budget to \$35 million.

With nearly 40 years of professional and volunteer experience in the non-profit sector, Paul has worked tirelessly throughout his career to further opportunities for disadvantaged and disenfranchised communities in the areas of social justice, philanthropy and fundraising. In addition, he has effectively advocated for services for the most vulnerable members of the community at the local, state and federal level.

In addition to serving on the Vivalon board, Paul also serves as Chair of the board of the National Council on Crime and Delinquency and board member of the Aldersly Retirement Community. He has served on numerous boards and community positions, including participating in the 2016 Clinton Global Initiative America, advisor to the Nonprofit Finance Fund Healthy Outcomes Initiative, and a member of the Community Advisory Board of the Los Angeles Community Academic Partnership for Research in Aging (L.A. CAPRA).



Ken Gosliner, Board Member

Ken is a Bay Area native and seasoned entrepreneur. After beginning his career as owner of his family's men's clothing business, Ken Wayne Ltd., he founded San Francisco-based Sofa Bed Warehouse, growing it to become the largest retailer of sofa beds and mattresses in Northern California. Ken's other successful business ventures include owning and operating food processing company Edible Ecstasies, acting as arbitrator for FINRA, a not-for-profit organization dedicated to investor protection and market integrity, and various business and real estate ventures. Ken and his wife established a 501C (3) foundation to support Marin County and other Bay Area organizations that make significant contributions in education, the arts and in assisting vulnerable populations.

In addition to serving on the Vivalon board, Ken also serves on the board of Shifting Gears USA. He previously served on several other boards, including Beyond Differences, Marin Theater Company, Bloom, Congregation Rodef Sholom, Fair Housing of Marin, Marin City Children's Program, Center for Nonprofit Leadership, and Homeward Bound. Ken also volunteered as a mediator for the Marin County District Attorney's office for 10 years.



Doug Mowbray, Board Member

Doug is a Marin County native and an experienced marketing executive and leader, with a high level of expertise in digital marketing. He grew two companies from startup to exit, one in consumer packaged goods (CPG), and most recently digital media. As CEO of Mogo Interactive, Doug led the company to become a premiere independent digital marketing firm focusing on college athletics, theater and performing arts, higher education, and financial services. Under Doug's leadership, Mogo Interactive was acquired by Learfield in December of 2016.

Doug has been a frequent speaker on the topics of programmatic advertising, data, analytics, and attribution at numerous conferences, including the AMA Symposium for the Marketing of Higher Education, Tessitura Users Conference for the Arts, National Arts Marketing Project, INTIX, PACnet for College Athletics, and the National Association of Collegiate Directors of Athletics.



Carla Overberger, Board Member

Carla is a longtime Marin County resident and an active member of the community, with considerable knowledge in group problem solving and strategic consulting to decision makers. She was the owner of consulting practice Acme Business Corporation, where she provided consulting services to business, government, and nonprofit agencies. Carla also served as a consultant for the Administrative Office of the Courts, Wells Fargo (where she also held multiple positions for 15 years), Visa International and USA, and Providian Financial. In addition, she served on the San Anselmo Town Council and the San Anselmo Planning Commission. Prior to joining the Vivalon board, Carla was board president of Ross Valley Ecumenical Housing Association (Tam

House), board member at DeAnza House, and an events producer for the Town of San Anselmo Recreation Department.

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Leadership Bios



Anne Grey, CEO

As CEO of Vivalon, Anne is responsible for the strategic oversight and overall management of Vivalon. She applies her extensive experience serving the older adult community through her commitment to meeting the growing needs of a rapidly increasing older adult population and creating awareness on various health issues affecting our community. Anne also currently serves on the board of Meals on Wheels California.

Prior to joining Vivalon, Anne was Executive Director at the Alzheimer's Association Orange County Chapter, where she rebuilt the chapter from the ground up, making it one of the leading nonprofits in Orange County. She also served in executive positions at Pancreatic Cancer Action Network, OneLegacy Foundation, Juvenile Diabetes Research

Foundation, and American Heart Association.

Anne holds a Master of Business Administration degree from Pepperdine University Graziadio Business School, and a Bachelor of Arts degree in International Relations from the University of San Diego. In addition, Anne completed the Nonprofit Executive Leaders Program in Social Innovation at the Stanford Graduate School of Business, and the Executive Women's Leadership Program at the Paul Merage School of Business at the University of California, Irvine. In 2020, Anne was named one of Orange County's Top 100 Most Influential People by the *Orange County Register*.



Nancy Geisse, Chief Operating Officer

Nancy is Chief Operating Officer of Vivalon where she has strategic and operating responsibility for all Vivalon programs and services. Additionally, she leads business development and partnerships with county agencies, community organizations, healthcare and other service providers to ensure a more holistic approach to healthy aging. Nancy is also Co-Executive Director and Board Member of the Marin Aging and Disability Institute, Board Member of IHSS Public Authority of Marin, Vice-Chair of the Aging Action Initiative Steering Committee and a member of the Advocacy Alliance Steering Committee.

Prior to Vivalon, Nancy was Vice President of Strategy and Business Development at Uppercase Branding, Vice President of Project Management at NineDot Energy, Executive Vice President Business Development at Trio Renewable Energy, and Chief Executive Officer and Founder of MedStep Health Services. Nancy has a Bachelor of Science Degree in Mathematical Sciences from Stanford University, where she graduated Phi Beta Kappa, and a Master of Business Administration from Stanford Graduate School of Business.



Ashley Baker, Chief People Officer

Ashley joined Vivalon in October 2013 as HR Manager and Director, before her promotion to Chief People Officer in XX. Prior to joining Vivalon, Ashley worked at national outdoor gear and clothing retailer REI in their Human Resources department for 18 years. Vivalon's HR services made great strides under Ashley's guidance, including managing a 93% increase in the number of Vivalon employees in three years. She holds a Bachelor of Arts degree in Organizational Psychology from the University of California, Santa Barbara.



Yvonne Roberts, Chief Donor Relations Officer

Yvonne joined Vivalon in 2009 to rebuild our Development & Marketing department. Under her leadership, the organization has seen significant growth in support, as well as an increase in the number of supporters. As Chief Donor Relations Officer, she is responsible for building and strengthening relationships with donors. She works with our donors to understand their philanthropic interests and invites them to participate in the programs that speak to their hearts. Yvonne volunteers in Fairfax for her neighborhood Firewise group and the local independent theater group. Prior to Vivalon, Yvonne worked with the Town of Fairfax, Antenna Audio/Discovery Communications, and TVA in environmental education. Yvonne loves learning, DIY projects, and is an artist and avid photographer. She holds a Bachelor of Science in Education from the

University of Central Florida and a Master of Science in Parks, Recreation and Tourism Management from North Carolina State University, and has enjoyed many classes at Dominican University, the College of Marin, and the Environmental Forum of Marin.



Jeff Wands, Chief Financial Officer

Jeff joined Vivalon in October of 2018, taking on responsibility for Vivalon's financial management, forecasting, reporting, and risk management, as well as information technology and facilities management. Prior to Vivalon, Jeff worked for 8 years at Westcoast Children's Clinic, a private, non-profit children's psychology clinic in Oakland, serving as their Chief Financial Officer / Chief Operations Officer. Prior to Westcoast Children's Clinic, Jeff's career experience includes Chief Financial Officer for Connecticut Humane Society and Vice President of Finance at Kelson Physician Partners. Jeff has a Bachelor of Science degree in Business Administration with a concentration in Finance and a Master of Science degree in Business Administration with a concentration in Computer Information Systems.



Stephanie McNally, Director of Healthy Aging Services

Stephanie joined Vivalon in December of 2021. As Director of Healthy Aging Services, Stephanie is responsible for the development of programs and services that support the health and well-being of Marin County's older adult community. Prior to Vivalon, Stephanie held several roles at Canal Alliance, most recently as Director of Advocacy and Policy. She also served as an independent non-profit consultant, Director of Implementation Services and Director of Global Services Operations at Clarabridge, and Engagement Manager at Market Metrix. Stephanie has a master's degree in Nonprofit Administration from the University of San Francisco, and a Bachelor of Arts Degree in Business Administration from the University of Texas at Austin.



Erick Villalobos, General Manager of Transportation Services

Erick joined Vivalon in October of 2019. As General Manager of Transportation Services, he is responsible for the leadership and management of Vivalon's Transportation Services Department, and the management of Vivalon's operating contracts and partnerships with various transportation agencies and organizations in Marin, Sonoma and San Francisco counties. Prior to Vivalon, Erick held several positions at the University of California, San Francisco (UCSF) for over 30 years. At UCSF he served as Director of UCSF Transportation Services, Associate Director of UCSF Transportation Services and Security Manager of UCSF Police Department. Erick has Bachelor of Arts degrees in Psychology and Political Science from Notre Dame de Namur University, and a Master of Business Administration from the School of Business and

Management at Notre Dame de Namur University.



Bill Cullison, Development Operations Director

Bill joined Vivalon in February of 2019. He is responsible for managing Vivalon's Development Department, including the annual fund development plan, donor cultivation and acquisition, mid-level donor programs and events. Prior to Vivalon, Bill had a rewarding 14-year career at Guide Dogs for the Blind, where he served most recently as Development Services Manager. Prior to Guide Dogs, Bill worked for 11 years at the California State Parks Foundation as Donor Database Administrator. He has a Bachelor of Science Degree from Indiana University.



RIDES MEALS CLASSES CARE ADVICE

Community Partners

Vivalon has built strong partnerships with other nonprofit organizations and companies throughout Marin County and the Bay Area. Together, we help meet the needs of our older adult population and vulnerable residents.

- Age-Friendly Intergenerational Center
- Age Friendly Marin
- Aging Action Initiative (AAI)
- Agricultural Institute of Marin
- Aldersly
- BioMarin
- By the Bay Health
- Canal Alliance
- Cedars of Marin
- Center for Volunteer & Nonprofit Leadership (CVNL)
- City of San Rafael
- City of Sausalito
- City of Mill Valley
- College of Marin
- Community Action Marin
- Council on Aging
- Dominican University
- Drake Terrace
- Eden Housing
- ExtraFood
- Front Porch
- Golden Gate Regional Center (GGRC)
- Golden Gate Transit
- Homeward Bound of Marin
- IHSS Public Authority of Marin
- Jewish Family and Children's Services
- Kaiser Permanente
- LITA (Love Is The Answer)
- Lou Walker Senior Center
- Marin CIL (Marin Center for Independent Living)
- Marin City Community Services District
- Marin City Health and Wellness Center
- Marin Community Clinics
- Marin Community Foundation
- Marin County Free Library
- Marin County Health and Human Services and Adult Services
- Marin County Office of Emergency Services
- Marin County Parks
- Marin Health Medical Center
- Marin Humane Society
- Marin Transit
- Meritage Medical Group
- Miller Creek School District
- North Bay Regional Center
- Osher Lifelong Learning Institute (OLLI)
- Pomeroy Recreation & Rehabilitation Center
- Partnership HealthPlan of California (PHC)
- R&D Transportation Services
- Rotary Valley
- San Francisco-Marin Food Bank
- San Rafael Chamber of Commerce
- Senior Access
- Spahr Center
- The Redwoods
- Three Home Village
- West Marin Senior Services
- YMCA