

MADISON SENIOR CENTER

MISSION

The Madison Senior Center involves older adults as leaders, teachers and learners and provides a balanced, diverse, and coordinated program that acts as an ideal model for aging.



2015 Annual Report

*in the heart
of Madison*



Welcome

The 2015 Annual Report gives you a snapshot of programs, services and activities available here to older adults. I'm honored to work with an excellent staff, but our efforts are only possible because we collaborate.

The City of Madison is an important collaborator, providing this building and our staff. City Channel, producer of the **Senior Beat** cable show, and other City agencies collaborate with us to serve you.

All aspects of our operation benefit from volunteers. Leadership volunteers, like those on our Advisory Council, Committee on Aging, and Foundation Board, ensure thoughtful decisions. Our front desk reception and nutrition programs would not exist, if not for dedicated volunteers collaborating with us.

Our business sponsors bring essential programs to you. Programs on senior benefits and opportunities come to us through colleagues in non-profit aging organizations. Newsletter advertising, program sponsorships and many pro bono gifts, like food items and services, are collaborations. Your financial gifts are a collaboration with us, too!

We are proud of these many, successful collaborations, and we appreciate ALL of our many partners for their support of our efforts.



Christine K. Beatty, Director

2015 STATISTICS

Number of Visits	38,828
Daily Average Visits for Senior Center Programs	101
Unduplicated Program Participants 55+	889
Number of Volunteers	491
Hours of Service (Equivalent to 4.4 Full-Time Staff)	9,098
Total Number of Events	2,777
Rental Income	\$26,945
Number of Donors	246
Average of 10.3 Senior Center Sponsored Programs Each Day.	

What We Offer

- Computer Instruction
- Dance and Exercise
- Life-long Learning Classes
- Workshops and Training
- Support Groups
- Health Screenings
- Wellness Activities
- Special Programs
- Senior Services and Referral
- Volunteer Opportunities
- Meals and Nutrition Education
- Intergenerational Programs
- Music and Entertainment
- Leadership Opportunities

FRONT COVER: Marie Chavez and other participants enjoy the summer luau on a beautiful day. Edward Powe talks to a balance professional during the Health and Resource Fair.

2015 Highlights

Administration

Policy & Procedures Handbook revised ♥ Staff trained on RecTrac, MUNIS and Tyler software systems ♥ Foundation By-laws revised ♥ Corporate sponsorship program responsibility of Volunteer Coordinator ♥ Resource listing for homeless and Latino senior adults developed

Community Development Division

Participate in CDD Funding Process study ♥ Develop plan for 2016 senior adult services RFP with indicators of success, criteria for review, service report and application ♥ Committee on Aging (CoA) recommended 8 agencies and 15 senior programs totaling \$733,175 and additional EOP and Brittingham funds of \$11,430 approved ♥ Learned Provider Gateway software for senior contracts ♥ CoA reviewed City Housing Plan

Financial

City returned \$12,437 Foundation funds from previous balances ♥ OASIS dollars in grant status (roll-over) ♥ Foundation provides funds for other agency programs offered here ♥ New accounting service found and new investment firm employed ♥ Donor matching campaign developed with gift of \$5,000 ♥ Sponsorship levels and program revised

Facility

Floor refinished; kitchen hood/vents project completed with new baffled filters ♥ TV cart assembled and two large TVs purchased ♥ Courtyard tall poles got new LED tops, investigated corroded wiring, walkway lights purchased ♥ Stumps removed and tree branches trimmed in courtyard ♥ Two AEDs installed

Promotional/Marketing

Programs featured in Mayor Soglin's blog ♥ Volunteer email sent twice each month to promote programs ♥ UW Marketing students completed marketing project ♥ Set up Facebook and Twitter accounts

Programs/Events

"Healthy Habits for Adults" program launched ♥ 6TH Grade Essay event featured Dr. Cheatham and involved over 800 MMSD students ♥ BEAM tours developed with 2 museums ♥ Mental Health First Aid offered for professionals ♥ Two programs presented off-site at Monona Terrace ♥ Offered free hearing screening ♥ Wingra Quintet and harpist performances ♥ Author series held monthly; collaboration with Central Library and Mystery to Me bookstore ♥ Financial series offered with Summit Credit Union ♥ Luau event ♥ Coalition Anniversary Picnic ♥ Health & Resource Fair implemented ♥ Photo Affair showcased 17 photographers ♥ FOW sold wreaths, offered Classic English Tea ♥ Li Chiao-Ping Dance classes ♥ AARP tax program ♥ VFW Dinner and Concert ♥ Valentine Songs performance ♥ Prairie Bayou Cajun Band ♥ *Broadway, The Golden Age* ♥ Artful Affair art show opened with Gallery Night

Volunteer Services

11 Foundation Board, CoA and Advisory Council members recruited ♥ Background Check Policy implemented ♥ Volunteer section added to website ♥ Quarterly trainings established for Front Desk staff ♥ Volunteer Program evaluation completed ♥ Recruited 25 Chancellors Scholars (UW minority students) ♥ Added new volunteers to Elder Wisdom (4), preschool program (16) and Dialogue Across the Ages (13)

2015 Staff Changes

FAREWELL to Excellent and Dedicated Senior Center Staff

Pat Guttenberg retired May 2015 after serving as Program Coordinator for 6 years. In addition to increasing programs, she developed the Health & Resource Fair and corporate sponsorships.

continued on p.6

Thank you . . . Thank you. Your Gifts Make Programs

CORPORATE SPONSORS

BrightStar
Home Health United
Oak Park Place
The Waterford of Fitchburg
Visiting Angels

GRANTS

Healthy Classrooms
Foundation

CHAMPION (\$500+)

Anonymous
Bruce & Grace Frudden
Lois Hindhede
Robert Keller
PLATO

BENEFACTOR (\$250 - \$499)

Christine Beatty
Harry & Susan Engstrom
Marguita Fox
Sally Miley
Don Reeder
Joyce Schneider
Shomos Family Foundation
Steinhauer Charitable Trust

SUPPORTER (\$150 - \$249)

Deborah Bissonnette
Ronald Bull
Jim Clum
Reta Harring
Margaret Rentmeesters
Margaret Rice
David Westring
Kathleen Whitt

FRIEND (\$50 - \$149)

Shirley Aasen
Toni Amundson
Kim Banks
Jane Bannerman
Maurice Better
Jean Blackmore
Rita Bloomfield
Lauren Blough
Mary Boyd
Kay Bradley
Mary Caulfield
Evonna Cheetham
Meme Chun
Charles Cornwell
Brian Duffy
Joseph Elder
Evelyn Fahrback
Ann Falconer
Felicitus Ferington
Lorrie Formella
Bob Frambs
Susan Frikken
Booker Gardner
Lucy Gmeindert-Borcherding
Shirley Haidinger
Kathy Heimann
Charlotte Holzman
Terry Huxtable
Steve Jaeger
Gail Jobelius
Jesse Kehres
Ronald Klein
John Koch
Doris Kox
Lawrence Kruger
Paul Kusuda
Abraham Landsman
Norman Leer
Leon Lindberg
Ruth Meier
Anton Miller
Jim Moore
Susan Munson
Sigdor Petersen

Dave Potter
Karthik Ramachandra
Ruth Sandor
Ellie Schatz
Lawrence Schrader
Barbara Schwab
Estelle Singer
David Sulman
TOPS WI #124
Gerald Thain
Audrey Tommerson
Carol Toussaint

CONTRIBUTOR (UP TO \$49)

Al Anon
Alpha Sigma Chapter of ESA
Habib Amim
Anonymous
Eloise Barrett
Susan Barthel
Dorothy Bollant
Betty Burkard
Edna Canfield
Hildy Feen
Dani Fossum
Anna Garner-Strickon
Robin Harris
Marilyn M. Haynes
Susan Hoffman
Michael Jackson
Mary Karau
Maud Karlsson
Jeanette Kistner
Annette Knapstein
Abbie Loomis
Joan Lundin
Ann Ostrom
Stephanie Pasciak
Kathy Poole
Elaine Rattunde
Sylvia Schoff
Betty Schuchardt
Betty Scott
Pauline C. Scott
Kathleen Shurts

and Activities Possible. Thank you . . . Thank you.

Judith Siegfried
John Smart
John Sorenson
Bhavani Sridharan
Mary Ann Steckling
Joanne Storlie
Georgene Vitense
Yvonne Vitense
Doris Wallsch
Lee Weiss
Sarah Whitt
Barb Williams
Sol Zaichick

IN-KIND

Pamela Allen
Sarah Alt
Artist & Craftsman Supply
Barnes & Noble
Bassett Street Brunch Club
Bimbo Bakery
Brennan's Market
Buffo Floral
Capitol Centre Market
Dennis Carey
Clasen's Bakery
CAC Gleaners
Cathy Conrad
Creative Expressions
Culver's
Donna Danowski
Felicitus Ferington
Four Star Video Heaven
Gail Ambrosius Chocolatier
Gaylord Catering
Pat Guttenberg
James Lamal
Madison Opera
Donna Napoleone
PDQ
Panera Bread
Petal Pushers of WI
Jane Qualle
Mary Kaye Radtke
Rose Cottage
Sam's Club

Schoep's Ice Cream
Margo Simpson
SJ & the Crafty Senior
Mark St. Francis
Sally Stein
Stella's Bakery
Studio 924

The Bruce Company
Trader Joes
Victoria's Garden
Whole Foods Market
Willy Street Co-op
Yahara Bay Distillers
Yahara String Quartet

REMEMBRANCE DONORS

IN MEMORY OF

Claude Banks
by Merl Banks
Arlene Baumann
by Carl Baumann
Ellouise Beatty
by Marvin Beatty
Jim Christensen
by Arlene Hart
John Garver
by Fanny Garver
Miriam Kerndt
by Lois Karn
by Arlene Hart
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Ilka Lozano
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by Barb Maly
Merle & Dorothy Shinstine
by Kathy Davis
Tyenne Slick
by Dan Slick & Katie Kazan
Basil Tsotsis
by Ruth Tsotsis
Al Weitz
by Janet Weitz

IN HONOR OF

Pat Guttenberg
by Ruth Tsotsis
Martha Nicholson
by Kelleigh Satterfield
Ginny O'Brien
by Betty Nicka

IN APPRECIATION OF

Christine Beatty
by Marge Engelman
Pat Guttenberg
by Carla & Michael Di Iorio
by Arlene Hart
Jim Lamal
by Arlene Hart
MSC Programs & Services
by Shirley Dettmann
by Joan Murray
by Joyce Schneider
by Joe & Jeanne Silverberg
by Ellen Skatrud
MSC Staff
by Audrey Tommerson

Financial Support

CITY OF MADISON

The City of Madison Operating Budget provides about 95% of the total Senior Center budget. The City pays for salaries and operating expenses. The following lists the operating budget and OASIS grant expenses/income.

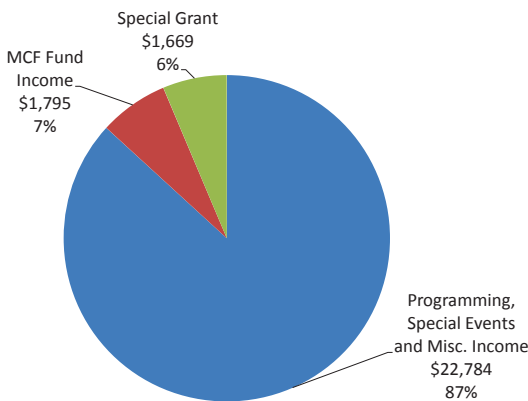
Salaries & Benefits	\$521,010
Services/Utilities	46,400
Supplies	12,203
Other Building Operating	7,877
Less Rent/Grant/Other	<u>(49,224)</u>
Total Expenses	<u>\$538,266</u>

PARTNERSHIP FUND

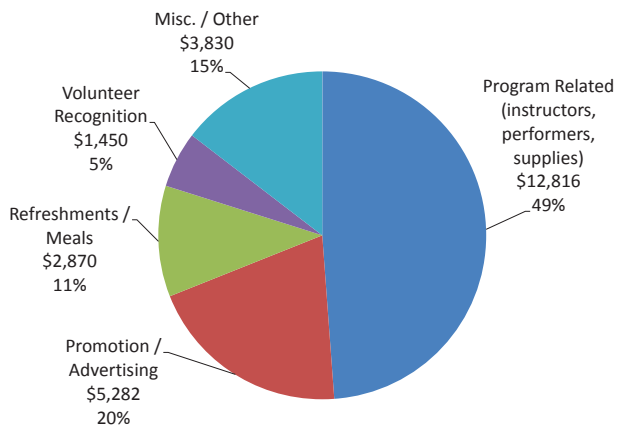
The Partnership Fund pays for programs and activities—including a multitude of educational classes, wellness activities, and performances. Associated expenses include instructors, refreshments, volunteer recognition and advertising. This fund is largely comprised of program and activity income. Individual donations and program

sponsorships, which are managed by the Madison Senior Center Foundation, are important in helping meet yearly budgets. The Madison Senior Center Foundation, a 501(c)(3) organization, is dedicated to assisting the mission of the Madison Senior Center.

INCOME: \$26,248



EXPENSES: \$26,248



DEVELOPING A PROGRAM FOR SENIOR ADULTS

Sometimes people have really, really good ideas. Take Susan Frikken, a physical therapist, who proposed a ballroom dance class for senior adults needing help with their balance. She noticed that a PT exercise for an uninspired patient was similar in movements to the rumba, and she was off and well, dancing! With colleagues Megan Bjella and Susanne Galler and the sponsorship of the Madison Senior Center, she developed a curriculum, pre and post testing, and the class, *Ballroom Basics for Balance*. Now offered regularly and positioned to be in new Dane County locations, a good idea may become a senior program that enhances participant health and safety. The Madison Senior Center congratulates Ms. Frikken and delights in another great collaboration!



Ballroom Basics for Balance collaboration with Central Library.

Staff Changes, continued from p.2

Debbie Mason, our Intergenerational Coordinator for a year, moved to Milwaukee to be closer to her family.

Suzanne Smith, a part-timer since 2007, worked closely with front desk folks. She plans to continue as a volunteer.

Casey Zimmerman, with the CATCH Healthy Habits program, was also an intern. Although her position ended, she hopes to teach exercise classes here.

WELCOME to New and Exciting Staff Contributors

Laurie Bibo led the CATCH Health Habits program since 2011. Her grant-funded position ended, but she continues as our new part-time Intergenerational Coordinator.

Gary Flesher joined our staff after previous work at Monona Terrace. As a full time Clerk/Typist, he oversees the front desk and does administrative tasks.

Laura Hunt, chosen as Program Coordinator in June 2015, brings experience from many roles with the YMCA and as Program Manager at the North Eastside Senior Coalition.

COMMITTEE ON AGING

Edna Canfield	Paul Kusuda
Felicitus Ferington	James Lamal
Thomas Frazier	Rosemary Lee
Michael Jackson	Mary Jo Rimkus
Faisal Kaud	Michael Verveer
Rebecca Kemble	Kathy Whitt

ADVISORY COUNCIL

Catherine Bloomer	Ben Obregon
Paul Buckalew	Jane Qualle
Edna Canfield	Margaret Rentmeesters
Donna Danowski	Joyce Schneider
Booker Gardner	Daryl Sherman
Sandra Golden	Audrey Tommerson
Reta Harring	Dave Westring
Diane Hughes	

MADISON SENIOR CENTER FOUNDATION BOARD MEMBERS

Thomas Buresh	James Lamal
Harry Engstrom	Sally Miley
Marguita Fox	Paul Reilly
Reta Harring	Margaret Rentmeesters
Brian Holtz	

2015 LEAD VOLUNTEERS

Sarah Alt	Dennis King
Viletta Arneson	Diane Kulick
Ed Birzer	Jim Lamal
Marie Chavez	Darline Pearson
Alice Coyne	Jane Qualle
Donna Danowski	Daryl Sherman
Evelyn Fahrback	Mark St. Francis
Felicitus Ferington	Sally Stein
Tom Frazier	Kathy Theis
Reta Harring	Audrey Tommerson
Gil Hillman	Kathleen Whitt
Diane Hughes	Dee Wylie
Sandra Jones	




The Madison Senior Center Promotes Successful Aging

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Senior Center Staff

Director.....Christine Beatty, 267-8652
Office ManagerKaren Cator, 266-6290
Program CoordinatorLaura Hunt, 267-8650
Volunteer CoordinatorJohn Weichelt, 267-2344
Building ServicesJeff Thompson, 266-6581
Clerk Typist.....Gary Flesher, 267-8651
Intergenerational Coordinator.....Laurie Bibo, 267-8673
AttendantsKelly Bender, Amanda Birrenkott,
Christopher Daly, Tom Wilczewski
Interns.....Maria Bakker, Marissa Braun,
Jessica Faust