



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.

MADISON SENIOR CENTER

2016 ANNUAL REPORT



Welcome

Others Count in Our Lives

A core premise of the Senior Center philosophy is that human beings need peers with whom they can interact and who are a source of encouragement and support. Isolation and loneliness can have serious consequences for a person's mind and body at any age.

The Madison Senior Center seeks to be a friendly environment where people have opportunities for relationships and where people can learn from each other, often because they are coping with similar experiences. Successful aging includes satisfying relationships with others.

Social and meal functions, classes, discussion and support groups and volunteerism introduce us to new people and potential friendships. In 2016, we initiated our first speed dating event! To find and be engaged with others is an essential element of aging well and healthfully. We invite you to bring a friend and meet a new friend at the Madison Senior Center.

"A friend is someone who knows the song in your heart and can sing it back to you when you have forgotten the words."

—Donna Roberts



Christine K. Beatty, Director

2016 STATISTICS

Number of Visits	41,106
Daily Average Visits for Senior Center Programs	101
Unduplicated Program Participants 55+	817
Number of Volunteers	249
Hours of Service (Equivalent to 3.8 Full-Time Staff)	7,956
Total Number of Events	2,871
Rental Income	\$24,566
Number of Donors	206

Average of 10.8 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: A participant enjoys yoga class; a cultural dance performance entertains attendees at the Come Together event; Madison Senior Center celebrates becoming the first City agency to get certified as "Dementia Friendly."

2016 Highlights

Administration

Recruited 3 CoA and 5 Foundation Board members ♥ Created policy, Physical and Cognitive Abilities for Participation ♥ Became first City agency to be “Dementia Friendly” ♥ Gave training presentations at GWAAR, ASA and NISC Senior Center Conferences ♥ Implemented required sign-in procedure ♥ Staff trained on voter registration procedures and AED ♥ Educated participants to register ♥ Received 109 responses to evaluation survey

Community Development

Learned contract management software ♥ Consulted with CommonBond, senior housing developer ♥ Tracked accomplishments on Coalition Collaboration Initiatives ♥ Senior services budget remains at 2016 levels

Financial

Established Foundation assets at First Business Bank and created quarterly report for Board ♥ Foundation funded 2 program proposals ♥ Received anonymous \$12,000 grant for Aging Mastery Program ♥ Corporate support steady at \$7,500 ♥ Spring and Fall donor campaigns achieve over \$7,000 with matching grant of \$5,000

Facility

Hired new attendant ♥ Reviewed training for Attendants ♥ Met with Cap Centre Apts for joint Courtyard planning ♥ Purchased 3 concrete planters and solar lights for front area ♥ Wood floors refinished ♥ Glass windows replaced

Promotional/Marketing

Participated in PRIDE PARADE with LGBT Senior Alliance ♥ Presented at All Saints Community Conference ♥ Prepared 2 Rotary Senior Award presentations ♥ Planned Senior Beat television programs ♥ Arranged media contacts for NCOA CEO Firman visit ♥ Journal of Aging published article on Madison Senior Center ♥ Enhanced

exposure through Capital Newspapers digital media ♥ Developed PR plan with Foundation resources

Programs/Events

Attended AMP Conference ♥ Wrote LGBT Senior Alliance history ♥ Created partnership with Ballroom Basics for Balance ♥ Attended African-American Health Network ♥ Meet the Author program scheduled; collaboration with MPL ♥ Artful Affair featured 33 artists ♥ Averaged 32 for LGBT socials/dinners ♥ Offered Age of Love movie, lecture and speed dating ♥ BEAM remote interactive tours scheduled ♥ MSCR offered Simple Strength class ♥ Computer Lab hours expanded

Intergenerational Programs

Developed MMSD collaboration on intergenerational programs ♥ Nutrition classes by UW students ♥ Collaboration with MPL on children’s program ♥ St. James Pre-school program expanded ♥ Sixth Grade Essay Contest: 8 schools participated, 725 students wrote essays, and 78 people attended the Ice Cream Social ♥ Edgewood practicum student taught a drop-in art class ♥ 4 VA medical students shadowed programs and meetings during semester ♥ UW/MATC studies on: hearing loss, medical software and technology usage ♥ Participated in Wanda Fullmore Internship Program with HS student

Volunteer Services

All recruitment venues updated ♥ Two e-newsletters sent to volunteers monthly ♥ Recruited volunteer for new program, Gentle Yoga ♥ Volunteers assist with Computer Lab, Great Courses lecture series, foot care clinic ♥ Volunteer recognition: Annual Recognition Breakfast 61, *Artful Affair* Reception 55, Summer Picnic 50 ♥ Increased computer lab volunteers ♥ Distributed 40 ticket vouchers to low-income seniors ♥ Expanded garden efforts

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

CORPORATE SPONSORS

Capitol Lakes
Home Health United
Oak Park Place Madison LLC
Sylvan Crossings
Visiting Angels

GRANT

Madison Community
Foundation

CHAMPION (\$500+)

Anonymous
Jeffrey Budzisz
Bruce Frudden
Robert Keller
Ronald Klein
Paul Kusuda
PLATO

BENEFACTOR (\$250 - \$499)

Robert Conway
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Marguita Fox
Group Health Cooperative
Gail Jobelius
Shomos Family Foundation
Steinhauer Charitable Trust

SUPPORTER (\$150 - \$249)

Maurice Better
Robert Blitzke
Mary Boyd
Ronald Bull
Ann Falconer
Diane Hamerow
Kathy Heimann

Lawrence Kruger
Sally Miley
Joe Silverberg
David Westring
Kathleen Whitt

FRIEND (\$50 - \$149)

William Amundson
Shirley Angel
Eloise Barrett
Andrew Bissonnette
Jean Blackmore
Juanita Blomstrom
Rita Bloomfield
Lauren Blough
Paul Buckalew
Evonna Cheetham
John Clarke
Jim Clum
Charles Cornwell
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Shirley Dettmann
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TOPS WI #124
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CONTRIBUTOR (UP TO \$49)

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

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Orange Tree Imports
Osteria Papervero
Panera Bread
PDQ Area Stores
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Sam's Club
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Margo Simpson
SJ & the Crafty Senior

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Trader Joe's
Twin Creeks Nursery
UW Provision
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Vom Fass
Nancy Welch
Whole Foods Market
Willy Street Co-op
Yahara String Quartet

IN-KIND

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Capitol Centre Market
Community Action Coalition
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Madison Concourse Hotel

REMEMBRANCE DONORS

IN MEMORY OF

Soren Brix-Jorgensen
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IN HONOR OF

Christine Beatty
by Marge Engelman
by Kyle & Cassandra Swan
by Ann Albert
Tony Vincent's Anniversary
by Marylou Waak
Sophie & Chester Wang
by Hildy Feen

IN APPRECIATION OF

MSC Events
by Betty Schuchardt
MSC Programs & Friends
by Joyce Schneider
by Audrey Tommerson
MSC Staff & Volunteers,
Especially the Gardeners
by Arlene Hart



Financial Support

CITY OF MADISON

The City of Madison Operating Budget provides 95% of the total Senior Center budget. The City pays for salaries and operating expenses.

Salaries & Benefits	\$515,948
Services/Utilities	52,068
Supplies	8,952
Other Building Operating	7,877
Less Rent/Grant/Other	<u>(24,716)</u>
Total Expenses	<u>\$560,129</u>

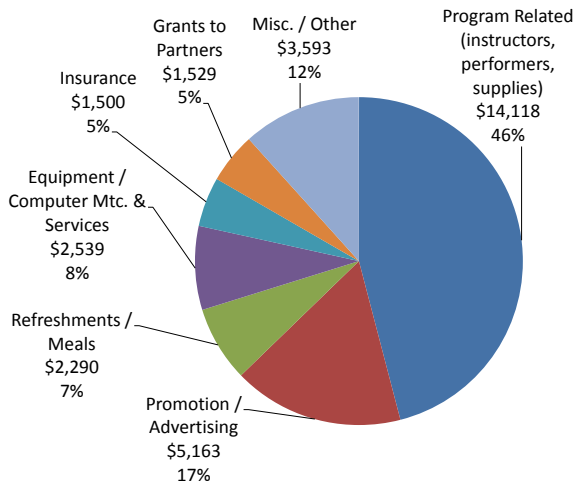
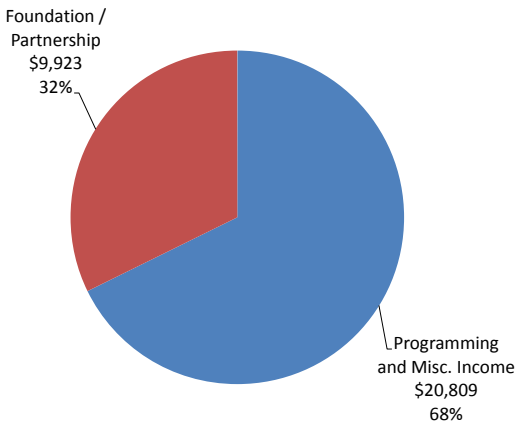
PARTNERSHIP FUND

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 partially 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: \$30,732

EXPENSES: \$30,732



Age of Love Series

Love was in the air as we kicked off September with *The Age of Love*, a documentary that follows the adventures of a group of pioneering seniors who sign up for a unique speed dating event exclusively for 70- to 90-year-olds. They soon discover how dreams and desires change—or don't change—from first love to the far reaches of life.

The movie, which was directed and produced by screenwriter Steven Loring, was his first documentary; and it was inspired by the emotional journeys of family members in their seventies. Over one hundred people attended the free screening held at the Central Library, and had the opportunity to meet and talk to producer Steven Loring.

In October, as part of their health series, the Monona Terrace and the Madison Senior Center co-hosted a lecture by Dr. John DeLamater from the UW-Madison. Dr. DeLamater gave a biopsychosocial perspective on the study of sexuality. He



Speed Dating event at CIRC proved successful & fun!

talked about the positive impact intimate relationships have on both physical and mental health. He did an excellent job of illustrating how what we had seen in the documentary was consistent with his research.

The final event in our “Love” series was our own Senior Speed Dating event, which was sponsored by the Madison Concourse Hotel. The event was smaller than the one in the film, but fun and successful. In fact, we even had a success story, which you can read about in *Giving Matters*. Watch for future Speed Dating events in our newsletter, *The Messenger*.

The Madison Senior Center series on love and relationships was a unique collaboration with the Madison Public Library, Visiting Angels, Monona Terrace, The Madison Concourse Hotel and SAIL. It clearly illustrated that you are never too old for love.



COMMITTEE ON AGING

Alnisa Allgood Paul Kusuda
Blinda Beason Kathleen Poi
Donna Bryant Mary Jo Rimkus
Edna Canfield Daryl Sherman
Felicitus Ferington Michael Verveer
Faisal Kaud Kathleen Whitt
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Edna Canfield Paul Reilly
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The Madison Senior Center Promotes Successful Aging

Published by the Madison Senior Center
330 West Mifflin Street
Madison, WI 53703

Phone: (608) 266-6581
Fax: (608) 267-8684
E-mail: seniorcenter@cityofmadison.com
Website: www.madisonseniorcenter.org

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 *Madison WISeniorCenter*

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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, Kaitlyn Falk,
Tom Wilczewski
Interns.....Jamie Johnston, Hannah Voigt,
Fatoumata Jawa