

MADISON SENIOR CENTER

2017 ANNUAL REPORT



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.

*in the heart
of Madison*

WELCOME

Community Connections are Essential

Senior Centers are focal points in a community. We are more than a gathering place for older people. We recently examined the number and level of connections between the Madison Senior Center and other groups in our community. We identified about two hundred, including non-profit agencies, senior groups, educational institutions, private organizations and businesses, faith-based groups, and government bodies.

Our level of interaction varies. Some give us their space for programs or use this facility. Many become partners in offering or developing senior adult programs. We work with a variety of organizations to plan and develop future programs and services. This way we avoid duplication and stretch limited resources. Corporate and private financial support and expertise has expanded our programs.

These community connections support our endeavors, and our partners learn about older adults and their needs through them. We are continually marketing the senior center, planning new senior services, seeking new partnerships, and most importantly, advocating for older adults. Join us!


Christine K. Beatty, Director



Senior Safety Day, held in the Madison Senior Center courtyard in June, is a great example of community connections!

COVER: Dancers enjoy the music at the 2017 Boomer Bash.

38,521

Number of Visits

101

Daily Average Visits for Senior Center Programs

866

Unduplicated Program Participants 55+

335

Number of Volunteers

7,060

Volunteer Hours (Equals 3.4 Full-Time Staff)

3,108

Total Number of Events

\$25,845

Rental Income

193

Number of Donors

11.9

Average Senior Center Sponsored Programs Each Day

2017 HIGHLIGHTS

- ◆ Credit cards now accepted on-site
- ◆ Staff trained on redesigned RecTrac system
- ◆ Coalition Collaboration Initiative reports presented regularly to Committee on Aging
- ◆ Messenger expanded from 16 to 20 pages
- ◆ New Madison Senior Center website
- ◆ Coordinated Senior Center Month advertising with 16 senior centers
- ◆ Aging Mastery Program funded and first session completed
- ◆ Author Program attendance increased 3-fold as a result of collaboration with Madison Public Library
- ◆ New “Who Matters” project implemented with Madison Public Library
- ◆ New Senior Safety Day event in the courtyard
- ◆ Medicare Workshops offered off-site to improve accessibility for diverse populations
- ◆ Accreditation Team recruited and trained on national process and self-directed volunteer teams

COMMENTS FROM THE 2017 MADISON SENIOR CENTER SURVEY:

“Love the Senior Center!
Especially love the art
and dance classes.”

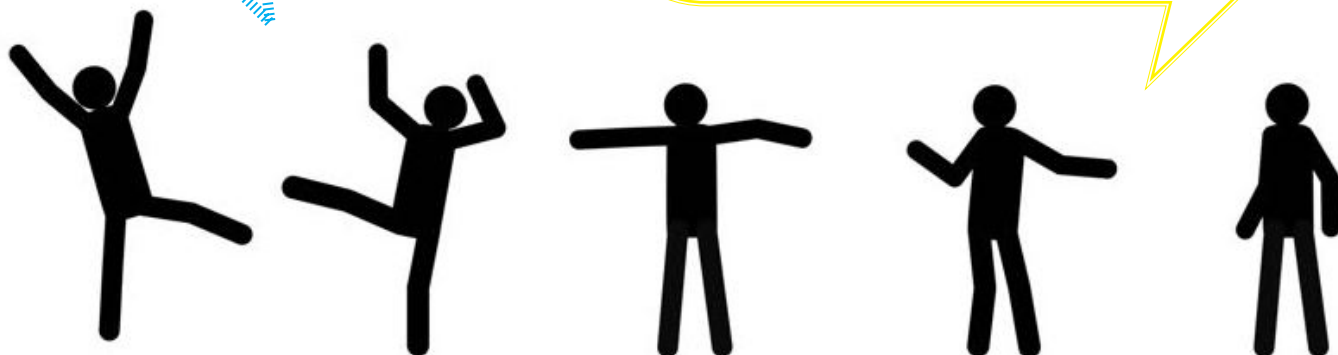
“The (Madison Senior) Center is an appealing and sunny
place just to sit and read a book, or to relax after a
program and have some conversation. Also, enjoy the
flowers on the roof patio during the summer months.”

“I come for PLATO classes and am
very happy with the Center and how
friendly the staff are.”

“Thank you for the AMP program. I
keep trying to attend senior centers
closer to my home but your good
programming keeps drawing me back!”

“Appreciate longer
open hours in
computer lab.”

“The atmosphere and people
you see here are great.”



THANK YOU . . . THANK YOU. YOUR GIFTS MAKE PROGRAM

Corporate Sponsors

BrightStar
Capitol Lakes
Visiting Angels

Champion (\$500+)

Benevity
Catherine Bloomer
Jeffrey Budzisz
Harry & Susan Engstrom
Bruce Frudden
Robert Keller
Ronald Klein
Paul & Atsuko Kusuda
PLATO
Shomos Family Foundation

Benefactor (\$250 - \$499)

Christine Beatty
Sally Miley
Steinhauer Charitable Trust

Supporter (\$150 - \$249)

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Thomas Buresh
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Parvin Nowratesh
Evelyn Otterback

Ruth Sandor
Darrel Schrader
Alvin Schubert
Barbara Schwab
Robert Siegfried
Don & Estelle Singer
Margaret Skinner
David Sulman
Donald Sylvester
Gerald Thain
Joseph Thome
Victoria Topp
Michael Verveer
Carol Weidel
Peter Weiler
Lee Weiss
David Westring

Contributor (up to \$49)

Judith A. Balas
Betty Burkard
Charlotte Burns
Edna Canfield
Shirley Diedrich
Thomas Dorman
Patricia Duren
Hildy Feen
Dani Fossum
Anna Garner-Strickon
William Goeden
Shirley Haidinger
Robin Harris
Marilyn Haynes
Patti & Jeff Jorenby
Mary Karau
Dennis Kistner
Heidi Knight
Kim Knorr
Abbie Loomis
Madison Contemporary Fiber Artists

MS AND ACTIVITIES POSSIBLE. THANK YOU . . . THANK YOU.

Roberta Meyer
Pam Moller
Susan Munson
Ann Ostrom
Stephanie Pasciak
Michael Rothschild
Roy Schenk
John Schultz
John Sorenson
Jegan & Gowri Sriskandarajah
John Wegenke
Ruth Yarborough

In-Kind

Steve Annen
Benvenuto's
Capitol Centre Market
Clasen's European Bakery
Colectivo Coffee
Community Action Coalition
Crafty Senior
Dairy Connection
Festival Foods
Mary Frickenstein
Gail Ambrosius Chocolatier
Gaylord's Catering
Home Depot
Keller Real Estate
Jim Krueger
James Lamal
Panera Bread
Sam's Club
Tom Schlicht
Margo Simpson
Mark St Francis
Stella's Bakery
Trader Joe's
Whole Foods Market
Willy Street Co-op
Yahara String Quartet

Remembrance Donors

In Memory Of

Linda Garrity
by Anita Palmer

Fred Kauffeld
by Dr. Moses Altsech
by Dennis & Carol Carey
by Reta Harring
by Alison Koelsch
by Michael Verveer

Paul H. Kusuda
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Yette Sokolow
by Harvey & Judith Sokolow

Basil Tsotsis
by Ruth Tsotsis

Chester Wang
by Sophia Wang

Frank & Catherine Weitz
by Janet Weitz

In Honor Of

Christine Beatty
by Marge Engelman
by Paul Buckalew

Staff: Laura, Jeff, John & Gary
by Lewis Bosworth

Kathy Whitt
by Sarah Whitt

In Appreciation Of

Ballroom Basics for Balance Class
by Mary Beth McDade

Friendships Formed at MSC
by Joyce Schneider

Madison Senior Center
by Joyce Schneider
by Jim & Sally Davis

MSC Computer Classes
by Mary Ann Steckling

MSC & Jim Lamal's Classes
by Elsa Johnson

MSC Staff & Volunteers
by Audrey Tommerson




FINANCIAL SUPPORT

City of Madison



The City of Madison Operating Budget provides 94% of the total Senior Center budget. The City pays for salaries and operating expenses.

Salaries & Benefits	\$544,802
Services/Utilities	54,421
Supplies	8,073
Other Building Operating	<u>7,877</u>
Less Rent/Other	<u>(27,204)</u>
Total Expenses	<u><u>\$587,969</u></u>



67% of respondents have improved ability to avoid disease and disability by participating at MSC (2017 Survey)

95% of respondents say they are more socially engaged as a result of participating at MSC (2017 Survey)

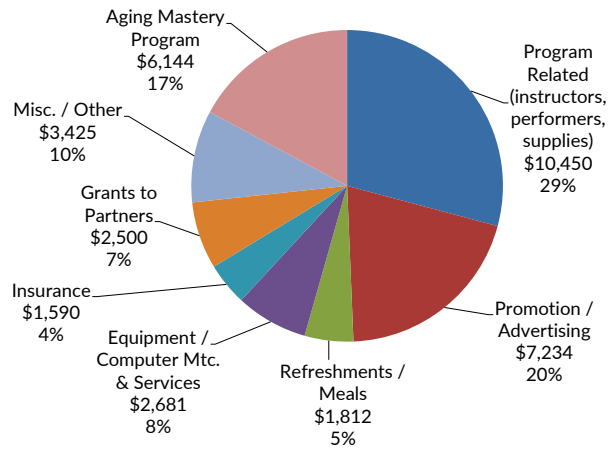
77% of respondents say they have improved or maintained positive mental health as a result of participating at MSC (2017 Survey)

Partnership Fund

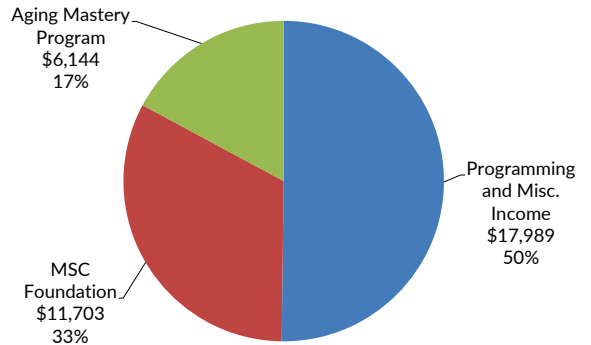
The Partnership Fund pays for programs and activities, including a multitude of educational classes, wellness activities, and performances. Associated expenses include instructors, refreshments, volunteer recognition, and advertising. This fund is partially comprised of program and activity income.

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.

Expenses: \$35,836



Income: \$35,836



WHO MATTERS

A National Award Winning Multigenerational Photo and Story Project

The Madison Senior Center conceptualized the idea for “Who Matters,” and created a partnership with the neighboring Central Madison Public Library to accomplish the project. Designed as a multigenerational program, “Who Matters” served as the means to bring people in the community together, especially those who are important to each other. Participants shared their relationships through their stories and their interactive photographs.

There was only one rule: One person in the photo had to be 55 years of age or older and another had to be from a different generation. No other limitations were placed on ages, number of people, silly or serious, or anything else.



Three generations pose for a *Who Matters* photo.

During two days of scheduled appointments in fall 2017, a photographer coached poses, but mostly captured the magic as it happened among the 92 participants—brought together by bonds of family, friendship, co-workers, mutual interests and talents, love and respect. With the pictures captured, a local author did an on-the-spot interview of their stories and conversations. Simply stated, she asked, “What brought you here together today?”

The Madison Senior Center and the Madison Public Library displayed the enlarged photos and story narratives in both locations for two months. Participants and others mingled at the receptions with author Pamela Olson and photographer Jennifer Bastian.

The National Council on Aging (NCOA) announced that “**Who Matters**” A Multigenerational Photo & Story Project had won first place in the Special Events category for the 2017 National Institute of Senior Centers Programs of Excellence.



Members of the *Who Matters* team from left to right: Pam Phillips Olson, author; Jennifer Bastian, photographer; Mary Fahndrich, Madison Public Library; Laurie Bibo, Madison Senior Center

THE MADISON SENIOR CENTER PROMOTES SUCCESSFUL AGING

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

BOARD, COMMITTEE & COUNCIL

Committee On Aging

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Felicitus Ferington	Michael Verveer
Faisal Kaud	Kathy Whitt
Paul Kusuda	

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Madison Senior Center Foundation Board

Thomas G. Buresh	Michael Jackson
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Harry Engstrom	Kathy Whitt


2017 Lead Volunteers

Ed Birzer	Jim Lamal
Darline Pearson	Jane Qualle
Marie Chavez	Daryl Sherman
Evelyn Fahrback	Sally Stein
Fay Ferington	Paul Hendrickson
Tom Frazier	Audrey Tommerson
Reta Harring	Kathleen Whitt
Diane Hughes	Dee Wylie
Dennis King	Mark St. Francis
Gil Hillman	Donna Danowski

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Volunteer Coordinator	John Weichelt, 267-2344
Building Services.....	Jeff Thompson, 266-6581
Clerk Typist.....	Gary Flesher, 267-8651
Multigenerational Coordinator...	Laurie Bibo, 267-8673
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