

2019

ANNUAL REPORT



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.



MADISON SENIOR CENTER

WELCOME



“Creating new partnerships has been a priority of mine...”

Whew! Did that go fast! The end of 2019 marked the one-year anniversary of me serving as Senior Center and Senior Services Manager with Madison Senior Center and I've enjoyed every bit of it.

Acclimating to MSC was easy given the well-developed staff, friendly participants and great community partners. I've spent most of the year observing operations and exploring new opportunities and partnerships for growth all with an eye toward remaining relevant in the life of older adults in Madison. We've been researching implementing programs that will help sustain the natural world around us, like planting pollinator gardens and beekeeping, and we're looking into adding more programs that will help us stay physically fit. Intergenerational programs are running strong and we have some great endeavors in store for 2020!

Creating new partnerships has been a priority of mine and it's been a pleasure to reach out and begin working with organizations like Allen Centennial Gardens, Downtown Madison, Inc. and the Building Improvement District. Allen Centennial Gardens helped us explore planting pollinator plants on the patio and beekeeping while Downtown Madison, Inc. helped us begin our work toward having the City designated as an Age Friendly Community. The Building Improvement District helped get us on the downtown map for activities like the family Halloween trick-or-treat celebration and the Fall Wine Walk. We've also been working with Successful Aging, Inc. an organization that seeks to increase health literacy and hope to be implementing some of their programming at the Center this fall. Cherokee Country Club will be the site of a 2020 fundraiser and we hope to connect more with Access Community Health. Other new partnerships include the YWCA, Epic, US Cellular, UW-Milwaukee School of Nursing, Public Health Madison Dane County, Sankofa, Common Bond, and UW School of Nursing.

All in all it's been a great year of growth, and I look forward to many more positive and productive years ahead with MSC.

Sally Jo

COVER: Marie Chavez enjoys listening to "Elvis" during a 2019 performance.

37,988

Number of Visits

102

Daily Average Visits for Senior Center Programs

764

Unduplicated Program Participants 55+

271

Number of Volunteers

5,403

Volunteer Hours
(Equals 2.6 Full-Time Staff)

3,084

Total Number of Events

\$27,428

Rental Income

139

Number of Donations

11.8

Average Senior Center Sponsored Programs Each Day

2019 HIGHLIGHTS

- ◆ SWOT Analysis completed
- ◆ Created new mission and vision statement to be presented to CoA
- ◆ Updated Foundation Board member responsibility description
- ◆ Updated Foundation By-laws
- ◆ Mitigated smoke pollution in office
- ◆ Facilitated Senior Services funding process for SE Asian elders
- ◆ Quarterly coffee with participants
- ◆ Appointed to American Society of Aging's Healthcare and Aging Network (HAN) committee
- ◆ Explored rebranding Madison Senior Center
- ◆ Began work with Downtown Madison, Inc. and Public Health Madison & Dane County to move Madison toward AARP designation of Age Friendly Community
- ◆ Staff trained in CRASE-Community Response to Active Shooter Event and BBP-Blood Borne Pathogen safety training
- ◆ Presented at RSVP annual meeting
- ◆ Recruited two new CoA members
- ◆ Restructured Advisory Committee into three committees with targeted responsibilities



CLOCKWISE FROM TOP LEFT: Charles Dean from WI Martial Arts & Fitness Center demonstrates self-defense for wheelchair users on Safety Day; intern Janiya Price serves ice cream to Joyce Schneider during a social; exercise guru Bobby Hinds gives pointers to participant Don Ardell during a presentation; volunteer Thomas Wardell and two children engage with a snake during an intergenerational program by the Dane County Humane Society; Morris Sadicario and Alice Kissling enjoy Ballroom Basics for Balance; the Sunshine Dancers perform at Together Fest; Dennis King and Nancy Herman have fun while attending an event. MIDDLE: Dr. Andrea Gilmore Bykovskiy and UW School of Nursing take part in the annual Health & Resource Fair.

THANK YOU • THANK YOU • YOUR GIFTS MAKE PROGRAM

Corporate Sponsor

Capitol Lakes

Champion (\$500+)

Anonymous

Forest Foundation

PLATO

Robert Keller

Shomos Family Foundation

Benefactor (\$250 - \$499)

Steinhauer Charitable Trust

Harry & Susan Engstrom

Gil & Rachel Hillman

Supporter (\$150 - \$249)

Ronald Bull

Robert Conway

Brian Duffy

Susan Frikken

Laura Gottlieb

Arlene Hart

Dvorah Kaufman

Lawrence Kruger

Kathleen Whitt

Friend (\$50 - \$149)

Jim Barnhill

Jean Blackmore

Kearn Blocker

Rita Bloomfield

Lauren Blough

Mary Boyd

Evonna Cheetham

Jim Clum

Kathy Colwill

Dan Cornwell

Paula Dent

Evelyn Fahrback

Hildy Feen

Ellen Fisher

Jay Fleisher

Bob Frambs

Susan Fulks

Raj Gopal

Paul Hand

Reta Harring

Susan Hoffman

Michael Jackson

Gail Jobelius

Kim Knorr

Norman Leer

Sally Miley

Jim & Patricia Moore

Stephanie Moritz

Ann Ostrom

Evelyn Otterback

Jane Qualle

Margaret Rentmeesters

Margaret Rice

Louise Robbins

Ruth Sandor

Karen Schmidt

Darrel Schrader

Lynda Schultz

John Sorenson

Sally Stein

David Sulman

Michael Verveer

Vicki B. Vitense

John Walton

Mona Wasow

Peter Weiler

David Westring

Contributor (up to \$49)

Eloise Barrett

Charlotte Burns

Edna Canfield

Mary Cooper

Shirley Haidinger

Marilyn Haynes

Robert Jacobson

Mary Karau

Lois Karn

Gwendolyn Kirk

Noel Marie Klapper

Joan Lundin

Parvin Nowrasteh

Donald Ross

Alvin Schubert
Betty Schuchardt
Robert Seigfried
Nancy Spaeni
Penny Traiber
Barb Williams

In-Kind

Capitol Centre Foods
Karen Cator
Community Action Coalition
Get Culture, Inc.
James Lamal
William Lane
Panera Bread
Perkins
Sally Jo Spaeni
Stella's Bakery

Program Specific Sponsors

Attic Angel Community
BrightStar
Clear Captions
Heritage Senior Living
My Choice Family Care
Oak Park Place
Senior Helpers
SSM Health
United Health Care
Visiting Angels

Remembrance Donors

In Memory Of

Helen Aarli
by Christine Beatty

Viletta Arneson
by Kathy Heimann

Doratheia Beatty
by Christine Beatty

Mike Briggs
by Judi Fuerstenberg

Anna & Richard Chraca
by Ken Chraca & Robert Judy

Kay Heggstad, M.D.
by Paul Wertsch

Ron Klein
by Barbara Klein

Beatrice Lindberg
by Leon N. Lindberg

Ginny O'Brien
by Betty Nicka

Florence M. Olson
by Donna Danowski

Merle & Dorothy Shinstine
by Kathy & Chris Davis

Yetta Sokolow
by Harvey & Judith Sokolow

Jeffrey Spaeni
by Katherine & Thomas Skaife

Mary Veitenhans
by Christine Beatty
by Red Hat Mamas

Al & Frank Weitz
by Janet Weitz

Jack West
by Tim & Maren Connery

Callie Allyce Zipple
by Anita Palmer

In Honor Of

Christine Beatty
by Ann Albert
by Dan & Esther Kauffeld-Hoffa
by Steve King
by Margaret Rentmeesters
by Kathleen Poi

Heather Schatz
by Iva Schatz

In Appreciation Of

Madison Senior Center
by Shirley Dettmann
by Elsa Johnson
by Joyce Schneider

Robin
by Susan Gordon

Sally Jo Spaeni
by Charles & Sally Miley

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.

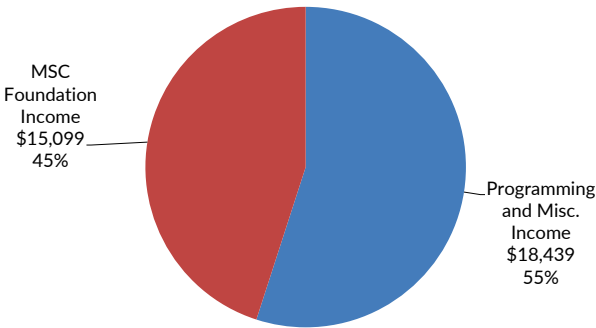
Salaries & Benefits	\$623,677
Services/Utilities	66,246
Supplies	9,096
Other Building Operating	7,877
Less Rent/Other	(27,618)
Total Expenses	\$679,278

Partnership Fund

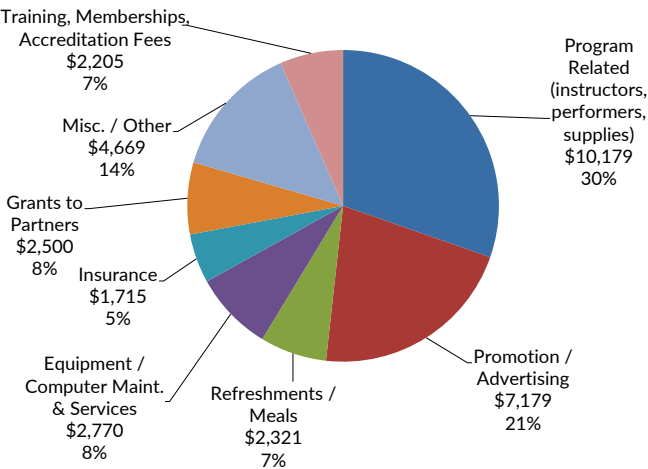
The Partnership Fund pays for programs and activities, including a multitude of educational classes, wellness activities, and performances. Associated expenses include instructors, refreshments, volunteer recognition and advertising. This fund is partially comprised of program and activity income.

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: \$33,538



Expenses: \$33,538




THE MADISON SENIOR CENTER PROMOTES SUCCESSFUL AGING

Technology Programs ▪ 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

Do you know MSC has a suggestion box outside the 2nd floor admin office?

We'd love to hear your ideas!



WE VALUE OUR PARTNERSHIPS

Madison Senior Center exists to help older adults live their best life by staying engaged with community, maintaining sharp physical and cognitive skills, and by avoiding disease and disability. It's a team effort that requires collaboration with our valuable volunteers, participants and community partners.

Volunteers at MSC share their many talents by teaching courses in subjects ranging from Climate Change to History to Art, just to name a few. Other volunteers offer their expertise in intergenerational programs where our older adults pair with students of varied ages to explore and practice the art of communication, or the creativity and elements of art. Even more volunteers deploy their professional skills by staffing the front desk greeting our participants, answering phone calls, and collecting data that helps us stay up to date on required reporting.



Madison YWCA staff, including Rachel and Tamaha, volunteered to paint second floor areas in 2019.

We are fortunate that the City of Madison provides a beautiful facility and the staff to operate it. Participants often find when they come here to engage in a class, event or activity that they gain more than knowledge or an enriching experience; many times, lasting friendships are created and a new social outlet emerges. These relationships are key to aging successfully.

We are thankful for our community partners and donors who offer support in a multitude of ways. We are the grateful recipients of important donations that include financial support, supplies or space for programming, and collaboration on community events. The valuable relationships we hold with our community partners are essential to the continued success of Madison Senior Center.

COMMENTS FROM PARTICIPANTS AND VOLUNTEERS



"My favorite thing about MSC is I like the camaraderie of other seniors. It's something I don't get anywhere else in my life."
-John, Participant

"It's a lifeline for me. It gives me the social contact I need. It's so important to be social. When I go there it lifts my spirits. I'm glad the senior center cares about us."
-James, Participant

"MSC offers the chance to connect with so many others in roles and experiences that offer OPPORTUNITY!"
-Dee, Volunteer

"Everybody has been so nice and helpful. It's been entertaining—I love the movies, the programs, SOS, and knitting program. A very positive thing for seniors to have."
-Marilyn, Participant

"I've always liked the wide variety of activities and the classes that are offered. I like that there's always entertainment on the last Tuesdays of the month."
-Arlene, Participant

"No matter what mood I'm in when I go to the Senior Center, when I leave, I'm happy!"
-Donna, Volunteer

BOARD • COMMITTEE • COUNCIL • TEAM • LEAD VOLUNTEERS • STAFF

Committee On Aging

Alnisa Allgood	Barbara McKinney
Blinda Beason	Ben Obregon
Donna Bryant	Kathy Poi
Edna Canfield	Daryl Sherman
Felicitus Ferington	Michael Verveer
Faisal Kaud	Kathy Whitt
Eileen Mershart	

Advisory Council

Catherine Bloomer	Jane Qualle
Paul Buckalew	Margaret Rentmeesters
Edna Canfield	Joyce Schneider
Donna Danowski	Daryl Sherman
Reta Harring	Jegan (Sri) Sriskandarajah
Ben Obregon	David Westring

Madison Senior Center Foundation Board

Jeffrey Budzisz	Ron Luskin
Edna Canfield	Sally Miley
Harry Engstrom	Jegan (Sri) Sriskandarajah
Faisal Kaud	Kathy Whitt

Special Events and Fundraising Team

Sarah Alt	Jegan (Sri) Sriskandarajah
Paul Braun	Susan Ullsberger
Julie Grosso	Ken Urso
Gwen Kirk	

Lead Volunteers

Christine Beatty	Gwen Kirk
Marie Chavez	Jim Lamal
Donna Danowski	Liban Mohamed
Gary Edelstein	Ben Obregon
Evelyn Fahrback	Darline Pearson
Fay Ferington	Robin Proud
Arlene Hart	Jane Qualle
Gil Hillman	Daryl Sherman
Diane Hughes	Jegan (Sri) Sriskandarajah
Bob Judy	Kathleen Whitt
Dennis King	Dee Wylie

Accreditation Team Members

Alnisa Allgood	Ron Luskin
Richard Berling	Ben Obregon
Catherine Bloomer	Kathy Poi
Barb Boyer	Tom Popp
Paul Buckalew	Paul Reilly
Edna Canfield	Margaret Rentmeesters
Donna Danowski	Joyce Schneider
Tom DeChant	Daryl Sherman
Tom Dorman	Jan Somerfeld
Diane Hughes	Linda Watson
Faisal Kaud	David Westring
Stan Kitson	

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Senior Center Staff

Senior Center &..... Sally Jo Spaeni, 267-8652
Senior Services Manager

Office Manager Karen Cator, 266-6290

Program Coordinator..... Laura Hunt, 267-8650

Volunteer Coordinator John Weichelt, 267-2344

Building Services..... Jeff Thompson, 266-6581

Reception..... Gary Flesher, 267-8651

Intergenerational Coordinator.... Laurie Bibo, 267-8673

Attendants Kelly Bender, Richard Butler,
Cameron Shepherd,
Tom Wilczewski

Interns Emily Halberg, Mikayla Kelz,
Janiya Price, Garrett Schreffler,
Shannon Wuensch