



Giving Matters

DONOR NEWSLETTER OF THE MADISON SENIOR CENTER FOUNDATION, INC.

FALL, 2016

The Age of LOVE

The Madison Senior Center was proud to present “The Age of Love,” a series of events that focused on relationships and older adults, breaking outdated stereotypes surrounding love, intimacy, and friendships among senior adults.

The movie, *Age of Love*, is a documentary that follows 30 seniors aged 70-90 as they ponder their emotional needs while attending a speed dating event. It won international acclaim and was met with positive reviews by the 110 Madison attendees.

Janet, who volunteered at the movie, said, “I enjoyed the film because it broke down stigmas and barriers to aging and reconfirmed that the search for love and friendship endures.”

The second event was a lecture on the benefits of relationships as humans age by UW-Madison Sociology Professor John Delamater, who brought a broad, biopsychosocial perspective to his lecture on seniors and intimacy. Your donations allow us to connect with our community resources, including the University of Wisconsin-Madison.



Friendships Start With Meeting

The final event focused on finding new friendships and connections at the Senior Center’s own speed dating mixer for those 55 and better. Speed dating isn’t about getting married or wild romance, it’s all about having fun and meeting new people!

Your donations allow the Senior Center to host movies, lectures, and speed dating and to try innovative programming. With your help, we can bring exciting and great events to Madison’s older adults, improving their lives and connecting them with others in our community.

Breaking News!

DONATIONS NOW DOUBLED THROUGH END OF THE YEAR!

As we went to print, an anonymous donor offered up to \$5,000 to support your gift, matching it dollar for dollar! This gracious gift will **DOUBLE** your contribution of any amount in the **enclosed envelope**.

Supporting the Madison Senior Center makes a significant difference in the lives of Madison area older adults, helping them age successfully.

For those who donate regularly and for those who have yet to donate, **NOW** is the time to invest in the Senior Center and create **TWICE** the impact.



Giving Matters to Your Health

This year your donations have allowed the Senior Center to develop a variety of programs improving the physical and mental well-being of older adults. With your contributions, one-time events have expanded into weekly classes and initiatives that benefit a larger number of people.

An example is the Gentle Yoga class. Weekly classes provide seniors with the opportunity to learn and practice yoga positions designed to strengthen muscles, improve mental concentration and offer relaxation. What a great way for seniors to exercise and make friends! Your generous donations will allow us to expand the yoga program and bring other exercise instructors to the Senior Center, improving the health and welfare of older adults.

The Madison Senior Center strives not only to keep seniors physically healthy but also mentally healthy. Recently, the Senior Center became the first City agency to be officially recognized as “Dementia Friendly.” The Senior Center qualified by fulfilling several criteria that included training sessions for staff and volunteers and adhering to certain facility requirements.

Last May, a seminar titled *Healthy Aging Brain* was presented. Mental health information about different types of dementia, the procedure of diagnosing dementia, and how to live a “brain healthy lifestyle” was provided. Your donations allow for a more inclusive and welcoming environment for people with dementia.



Gentle Yoga Tuesdays at 10 am

Over a dozen people challenge and improve their balance with basic moves of ballroom dance! Those that have fallen or have a fear of falling have enhanced their walking, confidence, and much more. Ballroom Basics for Balance participants have fun building their balance by learning traditional and modern ballroom and line dances. The class is taught by physical therapists with volunteer support from other health professionals.

The Madison Senior Center will host its fifth annual Health and Resource Fair on **Thursday, November 3** from 9-11:30 am. The event features over 45 local businesses and 250 members of the Madison community with information ranging from financial options and retirement planning to healthy eating and staying fit. We also offer diverse health screenings for FREE, including Falls Prevention, Bone Density, Ear and Hearing Screenings, Posture Examinations and Eye Pressure Tests.



Dementia Friendly Ribbon Cutting Ceremony

Why do I donate my time?

“A mentor told me, ‘The greatest gift you can give someone is TIME.’ Volunteering is an opportunity to give time and talent. Initially, I was attracted to the Senior Center for programs I enjoyed, and soon I became a volunteer and consultant. I go into the senior center happy and ALWAYS leave with greater HAPPINESS from the contagious smiles, new friends, social events, kind staff and the “aha” moments of inspiration. Gifts come wrapped in many ways!”



-Donna, Volunteer and Donor

Classic English Tea

Friday, December 2 at 2 pm is our Classic English Tea, featuring tea service and treats in three courses: savory, scones and sweet. This fundraiser for the Senior Center invites guests to enjoy laughter, discussion, and quality time between courses. Classical and Holiday music by the Yahara String Quartet creates the perfect ambiance. Non-refundable tickets are \$25 per person and space is limited. Reservations are accepted through Monday, November 28. Make your reservation TODAY by calling (608) 266-6581.

End of Year Gift

TAX SEASON IS COMING

Please remember that your donation to the Senior Center is tax deductible. While supporting the many amazing programs the Senior Center offers, you can also help yourself by having a few more deductions on your IRS tax form. This is a benefit to your wallet and to the senior adults attending programs here. Don't let the upcoming tax season get you down; GIVE to the Madison Senior Center!

The Smell of Fresh Holiday Wreaths!

The Holiday Fresh Wreath sale is a big fundraiser for the Senior Center. Our wreaths start at \$15 and are available for easy pickup here in our circle driveway. A special option is to mail a wreath for \$30 (shipping included) to anywhere in the US. Imagine sending that fresh pine holiday smell to loved ones in the Arizona desert or anywhere! It makes a wonderful and inexpensive gift. Call (608) 266-6581 or stop by the Front Desk to order one by November 15.



Planned Giving

Planned giving can be a powerful tool for donors who are committed to a strong and vibrant future for the Madison Senior Center and a shared belief in promoting successful aging. Planned gifts can have an extremely positive impact on programs offered, special lectures, marketing our events, and health initiatives. Planned gifts may also provide significant tax benefits for donors.

Donors are welcome to support the Senior Center in the form of a bequest; mutual funds, IRA rollover, stock securities, life income gift; charitable remainder trust; charitable lead trust; a gift of retirement assets or life insurance policy; or a gift of real estate or artwork we have agreed to accept.

Please work with your personal tax/legal experts to learn about these potential gifts. Contact Director Christine Beatty for assistance, if needed.

Giving Matters



MADISON SENIOR CENTER FOUNDATION INC
330 WEST MIFFLIN STREET ♥ MADISON WI 53703
www.madisonseniorcenter.org

RETURN SERVICE REQUESTED

NON PROFIT ORG
PRSR STD
US POSTAGE PAID
PERMIT 1132
MADISON, WI

Upcoming Events

- ♥ **Thursday, November 3:**
Health and Resource Fair, 9-11:30 am
- ♥ **Monday, November 7:**
Meet the Author: Craig Werner, 12-1 pm
- ♥ **Thursday, November 18:**
Festival of Wreaths Reception, 1-3 pm
- ♥ **Friday, December 2:**
Classic English Tea



Craig Werner, co-author of "We Gotta Get Out of This Place: The Soundtrack of the Vietnam War"

