

January 26, 2017

David Corliss, Town Manager
Trish Muller, Director of Finance
Town of Castle Rock
100 N. Wilcox Street
Castle Rock, CO 80104

Re: 2016 Castle Rock Senior Activity Center
Year End Town Contract Report

Dear Mr. Corliss and Ms. Muller,

Twenty sixteen was a year of celebration for the Castle Rock Senior Activity Center. We were thrilled to celebrate our 45th Anniversary last year. We made a slight name change to show that we were more than just a social center for seniors; we are about activities and "Loving Life in the Second Half!" We were recognized by the Castle Rock Chamber of Commerce for being a community partner of over 16 years. While grant funding and town support remain steady, we were able to continue to meet the needs of our growing senior population. We focused our efforts on increasing our fundraising income, specifically with a targeted goal in mind of a new 14 passenger bus to add to our fleet. We also had a very successful 15th Annual Golf Tournament at the Air Force Academy, record-breaking 24th Annual Craft show, and several other small ongoing fundraisers.

The Center greatly appreciates the support we have received from the Town of Castle Rock and recognizes that we could not make the impact we do in seniors' lives without your ongoing support. And it is to that end that we continue to find ways to support and give back to our community; in 2016 we organized a Douglas County-wide outreach event, the "Senior Life Expo," at the Douglas County Events Center. We recognized that the growing Douglas County senior population, and their family members, struggle to find out about available services and programs; we receive calls continually inquiring about things such as housing, home care, support groups, transportation, estate planning and more. The event last year brought together 64 community partner businesses and organizations that joined with us in this endeavor to speak to the more than 500 seniors and family members who came seeking information. It was heartwarming to see these families leaving with knowledge and contacts for the future. We are registering partners for the 2017 Senior Life Expo on April 20th and know that it will just continue to grow and provide a much needed opportunity for so many senior advocates from our area.

From an organizational and community partner standpoint, we continue to be active members on several groups, such as Douglas County Transit Solutions, The Douglas County Seniors' Council, Douglas County Community of Care, Douglas County Volunteer Coalition, Douglas County Non-Profit Coalition and other community and transportation groups. I am also pleased to have been selected to be part of the 2016/17 class for Leadership Douglas County. Being a part of this organization further strengthens our community involvement.

I've attached several documents to support many of the Center's statistics. Please let feel free to let me know if you are in need of any other documents. Below are the 2016 Performance Objectives and their outcomes for last year.

2016 Performance Objectives

Programs and Activities

- 1.) Continue to serve over 3000 (duplicated) senior participants each month with social, cultural, and educational opportunities.

2016 was a very busy year for activities- we saw interest for activities exceeding the maximum trip attendance numbers. In order to accommodate these increased participation requests, we met the demand by adding additional buses or additional trips for the popular events.

(See attached Summary of Activity Participation and # Participants by Category)

- 2.) Provide over 125 or more activities and/or events per month that are recognized as essential components to healthy and successful aging.

We have seen an increase in the new members wanting more active and educational activities. In 2016 we added the "Active Minds" lecture series each month. These topics have ranged from the Refugee Crisis, Colorado Ballot Issues, NASA and Space to Mohamad Ali. This program has seen as many 84 people in attendance and continues to grow each month. We also had a few "Bucket List" trips last year that were not for the faint of heart. These included class 2-3 white water rafting trips, zip-lining at PS Miller Park, to snow cat tours in the mountains. We continue to add new and interesting activities as our senior population changes; they are no longer content just with staying idle. (See attached Summary of Activity Participation and # Participants by Category)

- 3.) Continue to expand awareness of and attention of our volunteer programs at the Center.

We have been able to work with several of the area newspapers and churches to get the word out about our volunteer opportunities. In 2016 we saw increase demand for drivers; these partnerships have helped us with this need. We continue to look at ways to get the word out.

Transportation

- 1.) Continue to provide over 600 rides to seniors and those adults with disabilities to medical appointments, social events, and basic living needs.

In 2016 we saw 40% increase in new riders for the shuttle program, in addition to more participants on events. We average over 600 shuttle rides with the exception of snowy winter months. With our grant funding we priority our rides in order of medical first, grocery/nutrition second, employment third, and local priority last. We saw our medical rides double since 2015, but even with this increased demand, we maintain a very small waitlist, if any, on any given day. Our goal is to get all our riders to where they need to be.

(Please reference the Rider Numbers and trip classification and the Activity participation numbers for offsite trips)

Health & Wellness

- 1.) Continue to provide VOA low cost meals 3 times a week, and continue to coordinate Meals on Wheels weekly home deliveries to qualified clients.

Since the beginning of this year we have served 3929 meals in the dining room and have been able to serve an average of 34 MOW clients each month with 1600 meals boxes each contain 5 meals) delivered to the clients.

(Please reference VOA Dining and MOW Statistic for 2016 report)

- 2.) Continue to expand the wellness programming to serve the needs of the seniors.

In 2016 we added a few new wellness services such as a Technology for Low Vision Support Group (in addition to our regular Low Vision Support Group), trivia group and "Active Minds" Lecture series. In addition, we were able to provide three of very popular Matter of Balance program (8 week class) along with a Preventing Diabetes program (yearlong class). We also have increased the number of monthly Reflexology and Chair Massage service appointments. We continue to maintain other aspects of the program, including blood pressure checks, hearing clinic, foot care, and much more.

Center Objectives

- 1.) Continue to expand our membership base as the population of seniors continues to grow in Douglas County.

Our membership is over 950 members as the end of 2016. While it is hard to see this number grow substantially due to the natural attrition of our aging membership, we have seen a large increase in younger new members. We have responded by increasing our more active events and more sports leagues.

- 2.) Select and execute a new database system to better track activities, membership, donors, and much more all in one place.

We subscribed to a database program "Schedules Plus" designed especially for senior centers. During 2016 we transitioned our membership, donors and volunteer data to the program. This enabled us to send renewal letters, track membership trends, volunteer hours and donor thank you letters. In 2017 we plan to add activities and ride schedules, and will attempt to start kiosk sign-ins..

Special Note:

2016 Final Statement of Activities Budget Performance Report:

In 2016 we focused on our fundraising income, with the goal to raise enough money to purchase an additional 14 passenger bus for our fleet. With our increase in demand for more activities, we have had to rent additional buses and/or add additional trip dates to meet the needs. By having an additional bus in our fleet, we will be able to offer and service the needs of our membership. We are happy to show a Net Income of \$56,000 at the end of 2016 from our fundraising efforts. This has enabled us to pursue the purchase a new bus in 2017.

The Board of Directors and Staff of the Castle Rock Senior Activity Center thanks you for all your support on behalf of our members and those we serve.

Sincerely,



Debbi Haynie

Executive Director

dhaynie@crqgov.com

CC:

Doris Rollins— Board President

Castle Rock Senior Center
Statement of Activities Budget Performance
December 2016

	Dec 16	Budget	Jan - Dec 16	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
01-ACTIVITY INCOME	4,861	2,600	71,599	45,000	45,000
02-MEMBERSHIP			31,335	28,000	28,000
03-SHUTTLE DONATIONS	1,030	1,100	15,836	13,000	13,000
06-CASTLE ROCK SERVICE CONTRACT	10,000	10,000	120,000	120,000	120,000
07-Douglas County Grants	10,538	8,500	112,395	90,000	90,000
08-GRANTS	46,000	17,500	46,000	50,000	50,000
09-OUTREACH EVENTS			7,795		
12-Transportation - Donations		167	33	2,000	2,000
15-FUND RAISING INC.	9,715	6,000	121,747	59,000	59,000
22-MISC	136	83	1,484	1,000	1,000
INTEREST & DIV SAVINGS	17	17	1,324	200	200
Restricted Grant/Fund Income	1,060	800	33,619	20,000	20,000
In-Kind Income	5,766	5,750	69,016	69,000	69,000
Total Income	89,124	52,517	632,183	497,200	497,200
Gross Profit	89,124	52,517	632,183	497,200	497,200
Expense					
ACCOUNTING	1,373	1,250	21,360	19,000	19,000
ACTIVITIES EXPENSE	962	2,500	54,749	26,000	26,000
ADVERTISING EXPENSE	91	350	1,955	4,000	4,000
BANK FEES	251	100	2,504	1,200	1,200
BLDG & EQ MTCE/CLEANING		17		200	200
CENTER SUPPLIES	39	400	3,558	5,000	5,000
DEPRECIATION	3,865	3,830	46,379	46,000	46,000
DUES & CONFERENCE COST	60		1,895	1,500	1,500
FUND RAISING EXP	1,050	200	27,685	7,000	7,000
FURN-EQUIP REPAIR/UPGRADES			65		
FURNITURE/EQUIPMENT PURCHASES		42	1,419	500	500
GIFTS	150	167	450	2,000	2,000
INSURANCE	1,934	2,500	25,536	30,000	30,000
MISCELLANEOUS	130	83	453	1,000	1,000
OFFICE SUPPLIES	628	700	9,352	8,000	8,000
OUTREACH EVENTS			5,730		
PAYROLL EXPENSES	30,830	23,192	214,042	201,000	201,000
Payroll Support	65	83	942	1,000	1,000
PAYROLL TAXES	2,348	1,846	17,679	16,000	16,000
POSTAGE	437	400	2,948	3,000	3,000
PROFESSIONAL SERVICES			26		
RENT	50	80	600	1,000	1,000
REPAIRS/MAINTENANCE		167	181	2,000	2,000
STAFF-VOL TRNG	41	17	1,232	200	200
TAXES/LICENSES		10	100	100	100
TELEPHONE	315	375	3,795	4,500	4,500
VEHICLES - Fuel	846	800	10,388	12,000	12,000
VEHICLES-Maintenance	2,320	1,200	14,150	13,000	13,000
VOLUNTEER APPRECIATION		300	8,125	3,000	3,000
WEB SITE			72		
Restricted Grant/Fund Expense	2,983	1,300	32,426	20,000	20,000
In-Kind Expense	5,750	5,750	69,000	69,000	69,000
Total Expense	56,517	47,658	578,796	497,200	497,200
Net Ordinary Income	32,607	4,858	53,386		
Net Income	32,607	4,858	53,386		

SUMMARY OF ACTIVITY PARTICIPATION AND # OF PARTICIPANTS BY CATEGORY 2016

CASTLE ROCK SENIOR ACTIVITY CENTER

	TOTAL # OF PEOPLE AT ALL ACTIVITIES	TOTAL # OF PEOPLE SIGNING IN AT THE CENTER	TOTAL # OF PEOPLE ON-SITE ACTIVITIES & EVENTS*	TOTAL # OF PEOPLE OFF-SITE TRIPS**	TOTAL # OF PEOPLE HEALTH & WELLNESS ACTIVITIES ***	TOTAL # OF PEOPLE CURRENT SPORTS	# OF ACTIVITIES/ EVENTS OFFERED THIS MONTH	TOTAL NUMBER OF RIDERS FOR ACTIVITIES ****	Notes about the month
JAN	2439	1854	1192	254	414	216	128	428	2 holidays, snowy & cold
FEB	2583	2032	1353	323	430	142	143	384	1 Holiday, 1 Snow Day
MAR	2760	2245	1562	247	408	192	164	364	3 Snow Days
APR	3487	1942	1586	270	383	349	160	360	
MAY	3811	2010	1723	343	410	905	160	458	1 Holiday
JUNE	3733	2044	1689	349	411	868	165	422	
JULY	3430	1862	1515	401	301	704	156	458	Closed 1 holiday
AUG**	3434	1845	1475	329	324	960	145	492	Closed 2nd week for maintenance
SEPT	3410	2039	1360	382	381	770	171	518	1 Holiday
OCT	2962	1950	1358	598	402	153	158	456	
NOV*****	6688	1712	1368	162	319	214	131	244	Closed 2 Holidays
DEC	2331	1526	1313	267	208	194	139	404	Closed 2 Holidays
2016 TOTALS	41068	23061	17494	3925	4391	5667	1820	4988	

* Includes VOA lunch but not health and wellness

** Includes Monthly Dining to Donate and other events without transportation.

***Includes exercise and art

****Total people on all buses for all trips, and then doubled as they are all round-trips

*****Craft Show Attendees Included

Castle Rock Senior Center

VOA Dining and MOW Statistic for 2016

	VOA Dining Room Program	Meals on Wheels Program		
<i>Month</i>	<i>Meals Served</i>	<i>Clients</i>	<i>Boxes Delivered</i>	<i>Total Amount of Meals</i>
January	259	34	130	650
February	278	34	129	645
March	306	34	158	790
April	590	31	118	590
May	315	35	148	740
June	320	35	138	690
July	301	33	121	605
August	275	32	131	655
September	310	30	126	630
October	309	30	117	585
November	336	36	152	760
December	330	34	132	660
YTD	3929	398	1600	8000

** August - Center closed 1 entire week (Maintenance)

Castle Rock Senior Center

Rider Numbers and Trip Classifications for 2016

		2016							
Month	New Riders Added	Medical	Grocery	Adult Day Care	Nutrition	Employment/Volunteer	Other	Totals	Specials
January	5	145	88	0	52	64	267	616	27
February	22	106	77	0	18	116	295	612	15
March	24	173	58	0	16	77	319	643	11
April	12	180	53	0	26	135	270	664	10
May	25	249	41	0	77	4	374	745	10
June	17	228	80	0	65	4	313	690	18
July	12	218	72	0	70	10	253	623	20
August	5	166	57	0	80	7	262	572	15
September	8	176	68	0	98	10	278	630	19
October	11	217	65	0	84	16	258	640	18
November	17	193	84	0	84	6	249	616	12
December	9	141	72	0	103	8	251	575	9
YTD	167	2192	815	0	773	457	3389	7626	184

** August - Center closed 1 entire week (Maintenance)

**November Closed 2 days

**December Closed 2 days