

Loving Life in the Second Half

January 25, 2018

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

Re: 2017 Castle Rock Senior Activity Center
Year End Town Contract Report

Dear Mr. Corliss and Ms. Muller,

Twenty-seventeen was a record breaking year for us. Our membership reached over 1000+ members and our activities continue to grow due to all the new members. We rewrote our mission, value, and vision statements to better reflect who we are and what the center stands for in a more cohesive way. The old statement was over three paragraphs long and really didn't speak to the current times, and so we would like to share our new one with you.

Vision – Be *the place* where all seniors are welcomed and find *their place* to enjoy camaraderie along with diverse activities

Mission – To make life more fulfilling and create community for seniors as they come here to engage in a wide variety of programming and services designed for “Loving Life in the Second Half”

Values – “Loving Life”

Laughter

Learning

Opportunities

Independence

Volunteerism

Friendships

Inclusive

Excursions

Neighborly

Gather

Since grant funding and town support remained steady, we were able to continue to meet the needs of our growing senior population. With our focused efforts on increasing fundraising income in 2016 and 2017, we were able to purchase a new 14 passenger bus to add to our fleet. With our increasing membership and variety of activities, purchasing the third bus for our fleet helps us to accommodate all the seniors wanting to go on our trips. This also gave us the opportunity to have multiple events on the same day to accommodate the growing desire for more activities.

We also replaced a few of our aging vehicles in our shuttle fleet. We replaced one of the older minivans last year with a new all-wheel drive Toyota Sienna minivan. This will help us when the weather gets a little messy and we have some rural riders that we need to pick up. In addition, we traded in two of our oldest Hyundai Sonata's for two new ones in November. This is in line with our vehicle replacement program, thus reducing the cost of maintenance expense and to provided vehicles with the best safety and reliability for our riders and volunteer drivers. This was made possible by a very successful 16th Annual Golf Tournament at Bear Dance Golf Course, our record-breaking 25th Annual Craft show, and several other smaller ongoing fundraisers.

2323 Woodlands Blvd. Castle Rock, CO 80104

303-688-9498 Main Office 303-814-1035 Fax

www.castlerockseniorcenter.org

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; we plan to continue find new ways to do this. We believe one of our ways is our Douglas County-wide outreach event, the "Senior Life Expo," at the Douglas County Events Center. This is planned again for 2018.

From an organizational and community partner standpoint, we continue to be active members in several groups, such as Douglas County Transit Solutions, The Douglas County Seniors' Council, Douglas County Community of Care, Douglas County Volunteer Coalition, Leadership Douglas County, Douglas County Non-Profit Coalition and other community and transportation groups.

I've attached several documents to support many of the Center's statistics. Please feel free to let me know if you are in need of any other documents. Below are the 2017 Performance Objectives and their outcomes for last year.

2017 PROPOSED PERFORMANCE OBJECTIVES

Programs and Activities

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

2017 was a very busy year for activities with an average of 158 activities or more a month; we saw interest for activities exceeding the maximum trip attendance numbers. Due to successful fundraising, in 2016 we purchased an additional bus for our fleet. This made it possible for us to add additional trips to accommodate the increased participation requests. For some of the more popular trips, we had to add additional dates to accommodate large waiting lists. Our Bucket List trips, along with Mystery Trips, are always favorites. We did a whitewater rafting trip in Brown's Canyon, snow shoeing in the mountains and a jeep tour of Rocky Mountain National Park.

We started a new quarterly program called Discovery Hour for the seniors who do not want to travel, but want to experience new things at the Center. We had Natures Educators come and share 4 raptors to a group of 40 seniors; In December we had two chefs from Flying Horse Catering come and give a demo on holiday appetizers for another large crowd of 36 seniors. We very excited to have Abe Lincoln and Mary Todd Lincoln (Impersonators) coming in February.

(See attached Summary of Activity Participation and # Participants by Category & 2017 Castle Rock Senior Activity Center Statistics)

- 2.) Continue to serve over 2500 (duplicated) senior participants each month with social, cultural, and educational opportunities.

As I have shared in our 2017 mid-year report, the center hit a milestone with us reaching the over 1000 member mark. We also have a record 259 new members join the center in 2017. We closed the year with 1049 active memberships. (See Membership Report)

We averaged 3880 (duplicated) participants each month last year with the many different types of programming offered.

This breaks down to monthly average of:

1415 seniors participating in on-site activities & events

303 seniors participating in off-site activities & events

391 seniors participating in health & wellness activities

711 seniors participating in sports programs

(See attached Summary of Activity Participation and # Participants by Category & Membership by Level Report)

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

Our Volunteer Coordinator had a very successful year promoting our volunteer programs. We added many new drivers for our shuttle and MOW (Meals on Wheels) programs, along with receptionists for the front desk area. This utilized over 360 volunteers last year. We got the word out in person through volunteer fairs, community events, churches and business clubs. We also used social media and local newspapers. (See attached 2017 Castle Rock Senior Activity Center Statistics)

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 2017 we had 419 registered riders in our transportation shuttle program. We added 124 new shuttle riders to the program. We had 8057 shuttle rides last year, which is an average of 671 rides a month. Of these, 2648 were rides to medical appointments, 990 for grocery trips and 1091 for nutrition/hot meal programs. The other 3328 rides were for local trips, such as coming to the senior center, volunteering, haircuts, etc. While these trips are not as critical as medical appointments, they are very important to the health and wellness of a senior, keeping seniors actively involved in the community is essential to staying independent and living longer lives.

- ***Special note we are limited by the number of vehicles and volunteers we have on the total number of rides we can provide. We do look at continued ways to maximize these services. Many times we do group pick-ups. (See attached 2017 Rider Numbers and Trip Classification& 2017 Castle Rock Senior Activity Center Statistics)***

Health & Wellness

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

In 2017 we served an average of 40+ MOW clients with over 740 meals delivered to their homes each month. Our dining room also remained very active with an average just under 300 meals served each month. (See attached VOA Dining and MOW Statistics for 2017)

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

Our wellness programming continues to grow. In 2017 we added a 6 week Tai Chi for Arthritis class. This has been so popular we are on our 5th session and have added an advanced class too. We served a monthly average of 391 seniors each month with our many health and wellness programs.

List of Current Programs offered:

Sit and Be Fit Class	Three times a week
Tai Chi for Arthritis (8 week Class)	NEW for 2017 – 4 sessions offered in 2017
Lunch and Learns	Once a Month
Foot Care Clinics	Twice a Month
Chair Massage	Three times a Month
Reflexology	Four times a Month
Hear Screening Clinic	Once a Month
Blood Pressure Checks	Twice a Month
Low Vision Support Group	Once a Month
Matter of Balance Workshop (8week program)	Three times a year
Managing Diabetes Workshop	Every other year
Pulmonary Screening	Once a year
RX interactive session with Pharmacist	Once a year
Medicare Revisions Program	Once a year
Discovery Hour	NEW for 2017 – 2 times this year
Drama Workshop	NEW for 2017/2018 (Intro Class in 2017)

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

Center Objectives

1.) Continue to expand our use and roll out portions of the new database software system implemented in 2016.

We are continuing to roll out more portions of the software system. The beginning of the year was primarily used to get all the membership up to date. This fall we rolled out the use of sign-in kiosks for the members. This has greatly helped with compiling our participation numbers. It took a little time to for our seniors to embrace the new technology, but they are doing great now. They just have to remember to hit the SAVE button. We began tracking all of our activities and services in December; we are looking forward to the additional data for 2018.

2.) Be a leader in the community outreach for Senior Resources – April 20th, 2017 3rd Annual Senior Life Expo

Our one stop event for all kinds of senior resources is becoming the important community event. So many of the attendees from this past year loved how they were able to get so many of their senior questions answered and get so much information all in one place. We had 68 senior advocate businesses and organizations come together for this as Community Partners, and more than 600 seniors and/or family members came to this event. The reputation of this event is growing and we have a large waiting list this year 4th Annual Senior Life Expo on April 19th, 2018 from 2 – 6 p.m. at the Douglas County Events Center.

The Center greatly appreciates the support that we receive from the Town of Castle Rock and recognized that we could not make the impact we do in Senior's life without your ongoing support. We believe that, with our partnership, we truly extend lives and help Senior's "Love Life in the Second Half."

I've attached several documents to support many of the Center's Statistics. Please feel free to let me know if you are in need of any other documents or have questions.

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

Sincerely,



Debbi Haynie
Executive Director
dhaynie@crqov.com

CC:
Doris Rollins– Board President

Castle Rock Senior Center Statement of Activities Budget Performance

01/09/18

December 2017

Accrual Basis

	Dec 17	Budget	Jan - Dec 17	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
01-ACTIVITY INCOME	4,380.85	3,000.00	54,884.95	48,000.00	48,000.00
02-MEMBERSHIP			34,796.02	31,150.00	31,150.00
03-SHUTTLE CONTRIBUTIONS	1,254.05	1,100.00	15,001.33	13,000.00	13,000.00
06-CASTLE ROCK SERVICE CONTR...	10,000.00	10,000.00	120,000.00	120,000.00	120,000.00
07-Douglas County Grants	8,823.76	8,000.00	116,491.85	95,000.00	95,000.00
08-GRANTS	5,000.00	25,000.00	35,000.00	50,000.00	50,000.00
09-OUTREACH EVENTS			10,435.00	8,000.00	8,000.00
12-TRANSPORTATION - DONATIONS		250.00	105.00	2,000.00	2,000.00
15-FUND RAISING INC.	7,831.11	2,000.00	117,357.70	60,000.00	60,000.00
22-MISC	156.09	75.00	1,538.82	1,000.00	1,000.00
GAIN ON SALE OF CENTER ASSETS			618.70		
INTEREST & DIV SAVINGS	53.60	25.00	1,404.02	300.00	300.00
Insurance Reimbursement			516.00		
Restricted Grant/Fund Income	2,290.00	800.00	47,467.00	20,000.00	20,000.00
In-Kind Income	6,500.00	6,500.00	78,019.19	78,000.00	78,000.00
Total Income	<u>46,289.46</u>	<u>56,750.00</u>	<u>633,635.58</u>	<u>526,450.00</u>	<u>526,450.00</u>
Gross Profit	46,289.46	56,750.00	633,635.58	526,450.00	526,450.00
Expense					
ACCOUNTING	1,372.50	1,500.00	16,098.75	16,300.00	16,300.00
ACTIVITIES EXPENSE	932.25	800.00	35,821.00	26,000.00	26,000.00
ADVERTISING EXPENSE	56.00	200.00	3,734.16	4,000.00	4,000.00
BANK FEES	327.28	100.00	2,698.08	1,200.00	1,200.00
BLDG & EQ MTCE/CLEANING		16.66		200.00	200.00
CENTER SUPPLIES	172.43	416.67	3,810.68	5,000.00	5,000.00
DEPRECIATION	4,168.90	3,830.00	46,814.38	46,000.00	46,000.00
DUES & CONFERENCE COST	60.00	100.00	2,075.00	1,500.00	1,500.00
FUND RAISING EXP	128.58	550.00	28,642.89	7,000.00	7,000.00
FURN-EQUIP REPAIR/UPGRADES		41.66	32.03	500.00	500.00
FURNITURE/EQUIPMENT PURCHASES			823.59		
GIFTS	439.95	500.00	439.95	2,000.00	2,000.00
INSURANCE	2,276.26	2,400.00	25,812.52	30,650.00	30,650.00
MISCELLANEOUS		83.33	1,210.69	1,000.00	1,000.00
OFFICE SUPPLIES	851.49	600.00	13,330.67	8,000.00	8,000.00
OUTREACH EVENTS			9,945.71	5,000.00	5,000.00
PAYROLL EXPENSES	32,771.66	27,000.00	236,225.00	212,000.00	212,000.00
Payroll Support	30.50	83.33	1,082.59	1,000.00	1,000.00
PAYROLL TAXES	2,542.91	2,450.00	20,314.48	16,800.00	16,800.00
POSTAGE	889.00	300.00	5,105.58	3,500.00	3,500.00
PROFESSIONAL SERVICES			6,200.00	4,500.00	4,500.00
RENT	55.00	83.33	660.00	1,000.00	1,000.00
REPAIRS/MAINTENANCE		166.67	1,285.73	2,000.00	2,000.00

Castle Rock Senior Center
Statement of Activities Budget Performance

01/09/18

December 2017

Accrual Basis

	<u>Dec 17</u>	<u>Budget</u>	<u>Jan - Dec 17</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
STAFF-VOL TRNG			1,428.08	200.00	200.00
TAXES/LICENSES			190.29	100.00	100.00
TELEPHONE	343.58	375.00	4,123.73	4,500.00	4,500.00
VEHICLES - Fuel	853.26	750.00	13,391.26	12,000.00	12,000.00
VEHICLES-Maintenance	1,325.60	800.00	17,475.55	13,000.00	13,000.00
VOLUNTEER APPRECIATION			3,700.27	3,500.00	3,500.00
WEB SITE	358.85		2,423.24		
Restricted Grant/Fund Expense	3,525.26	1,600.00	40,111.07	20,000.00	20,000.00
In-Kind Expense	6,500.00	6,500.00	78,000.00	78,000.00	78,000.00
Total Expense	<u>59,981.26</u>	<u>51,246.65</u>	<u>623,006.97</u>	<u>526,450.00</u>	<u>526,450.00</u>
Net Ordinary Income	<u>-13,691.80</u>	<u>5,503.35</u>	<u>10,628.61</u>		
Net Income	<u><u>-13,691.80</u></u>	<u><u>5,503.35</u></u>	<u><u>10,628.61</u></u>		

CASTLE ROCK SENIOR ACTIVITY CENTER

"Loving Life in the Second Half"

TRANSPORTATION SERVICES



"There are two reasons I continue to drive. First the seniors and their life stories. The second, this has opened my eyes to such an important service to the seniors in our community

- Steve, a driver

I am 90 years old and the Senior Center transportation services helps me to remain in my own home. It is very much appreciated."

- a rider

All the statistics in the world about how many rides we provide and how many volunteers drive for the Senior Center can't compare to actually seeing it on the faces and hearing it in the voices of those who readily admit they would be lost without our services and by those who give countless hours to help others for no remuneration other than a smile or a hug.

Here is just a small snippet of the feelings of those involved in the Castle Rock Senior Center Transportation Program.





"I drive for the Senior Center because I want to help someone in need and receive smiles and satisfaction that I did something good today."
 - Rich, a driver



"I love the drivers; they are all caring and wonderful people."
 - Cindy, a rider



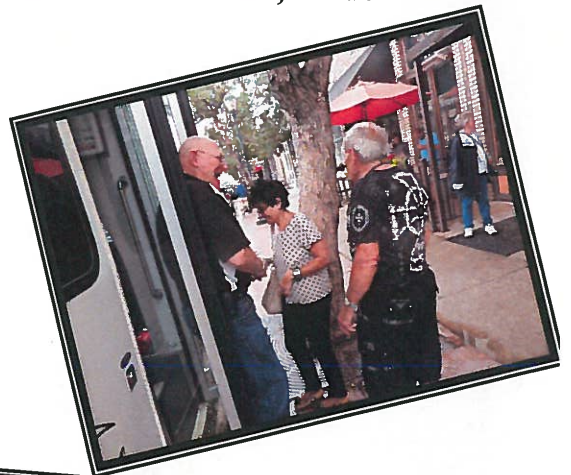
"I wouldn't know what to do without the Center."
 - a rider



YOU ARE MY ACCESS! Without your transportation help, I would not be able to stay in my home. Having to move would break my spirit. ~Hank, a rider



"I am a single full-time working mother. Baylee (who is blind) relies 100% on your transportation services to get to work and day programs for disabled adults."
 ~ Baylee's mom

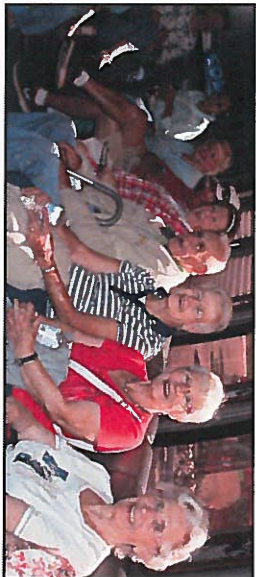
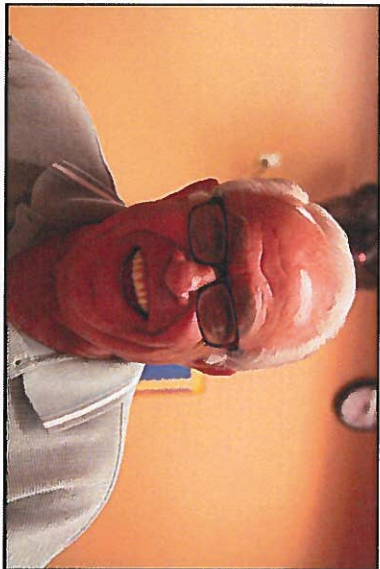


"The staff are wonderful and always helpful." - a rider



Thank you for guidance and help! It makes all the difference. ~Sonya, a rider

This is what *Loving Life in the Second Half* looks like



4D. # of Memberships by Level -- 01/23/2018
Castle Rock Senior Center

FILTERS

Sequence	Membership Name	IsMember?	Fees Paid	Active	Deceased	Closed	TOTAL
1	Regular	Yes	YEARLY	1017	10	16	1043
2	Associate	Yes	YEARLY	14	0	1	15
3	Scholarship	Yes	YEARLY	4	0	0	4
5	Lifetime	Yes	YEARLY	14	3	1	18
TOTAL:				1049	13	18	1080

**SUMMARY OF ACTIVITY PARTICIPATION
AND # OF PARTICIPANTS
BY CATEGORY 2017**

**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	2689	1728	1269	315	382	357	138	504	1 Snow Day, 1 Holiday
FEB	2682	1755	1244	273	396	329	148	324	3 cold/icy days, 1 holiday
MAR	3229	2159	1680	218	432	463	167	286	1 snow day
APR	3982	2081	1445	356	503	604	164	464	
MAY	3801	1994	1425	310	461	1127	162	472	2-Cold/snowy days, one holiday
JUNE	3933	2036	1623	370	383	1004	168	654	No Lunch & Learn, Volunteer Appreciation Lunch
JULY	3968	1853	1613	325	384	1139	175	522	Holiday July 4
AUG**	3621	1691	1391	286	317	1193	146	466	Week long closure 14-18 for annual maintenance
SEPT	3615	1999	1385	319	410	855	159	500	Labor Day holiday, No tennis numbers, Cancelled events:AARP 9/8, Movie 9/14, Chair Massage 9/21, Slammers 9/28
OCT	3247	1921	1366	271	441	566	164	390	Cherokee Ranch postponed, 2 Slammers trips cancelled, Bunco cancelled, Low Vision support group cancelled, 1 Bowling cancelled due to ice on roads
NOV*****	9228	1769	1340	323	354	495	154	340	Cancelled activities: Senior Council 11/2, Slammers 11/2, 11/16, Hearing Clinic 11/10, Thanksgiving holiday 23/24
DEC	2562	1440	1198	265	232	408	126	342	Closed 25 & 26, 1 cold day
2016 TOTALS	46557	22426	16979	3631	4695	8540	1871	5264	

* 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

2017 Castle Rock Senior Activity Center Statistics

	2017 # OF ACTIVITIES/ EVENTS OFFERED	2017 ACTIVITY PARTICIPANTS	2017 CENTER VISITORS	TRANSPORTATION		VOLUNTEER HOURS			
				ACTIVITY RIDES	SHUTTLE RIDES	SHUTTLE/SPECIAL DRIVER	MEALS ON WHEELS DRIVER	EVENT DRIVER	ALL OTHER
JAN	138	2689	1728	504	628	572	136	132	1074
FEB	148	2682	1755	324	609	524	99	99	1424.5
MAR	167	3229	2159	286	747	569	155	121	1508.5
APR	164	3982	2081	464	780	551	105	144	1618
MAY	162	3801	1994	472	703	587	145	174	1555
JUNE	168	3933	2036	654	664	574	126	209	1362
JULY	175	3968	1853	522	660	535	155	193	1755
AUG**	117	3621	1691	466	619	551	139	172	2126
SEPT	159	3615	1999	500	693	614	117	206	2007
OCT	164	3247	1921	390	755	624	127	103	1938
NOV	154	9210	1769	340	612	511	129	154	2547
DEC	127	2562	1440	342	587	463	109	78	1088
2017 TOTALS	1843	46539	22426	5264	8057	6675	1542	1785	20003

Total Rides in 2017 #
13321

Total Volunteer Hours in 2017 #
30005

**Castle Rock Senior Activity Center
2017 Rider Numbers and Trip Classification**

2017										
Month	New Riders Added	Medical	Grocery	Adult Day Care	Nutrition	Employment/Volunteer	Other	Totals	Specials	
January	19	203	67	0	109	6	243	628	16	
February	13	215	68	0	90	6	230	609	24	
March	10	242	74	0	119	8	304	747	23	
April	8	285	64	0	80	8	343	780	27	
May	9	233	73	0	88	6	303	703	16	
June	17	197	103	0	93	9	262	664	16	
July	6	225	86	0	72	8	269	660	25	
August	8	199	93	0	94	6	227	619	42	
September	8	217	95	0	93	10	278	693	35	
October	8	268	72	0	92	8	315	755	51	
November	9	189	103	0	76	6	238	612	35	
December	9	175	92	0	85	10	225	587	18	
YTD	124	2648	990	0	1091	91	3237	8057	328	

- * January Closed 3 days
- * February Closed 1 day - Cancelled Shuttle Local rides 1 day
- * March Closed 1 day - Snow day 3/24
- * May Closed 1 day - Snow 5/19
- * May Closed Memorial Day 5/29
- * July 4th Closed
- * August 14-18th Closed Rec. Center Maintenance
- * September 4th closed Labor day
- * November 23 & 24 closed Thanksgiving
- * December 25 & 26 Closed Christmas

Castle Rock Senior Activity Center

VOA Dining and MOW Statistic for 2017

	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	314	37	161	805
February	267	33	123	615
March	370	43	156	780
April	242	45	161	805
May	258	37	157	785
June	294	34	126	630
July	260	43	101	505
August	256	40	176	880
September	299	40	150	750
October	304	44	168	840
November	233	40	144	720
December	249	36	131	655
YTD	3346	472	1754	8770

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

**Nov-Closed two days

***Dec-Closed 25 & 26