

June 16, 2022

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

Re: 2023 Application for Service Organization Funding
Castle Rock Senior Activity Center

Dear Mr. Corliss, Ms. Muller and Town Council,

In 2021 the Castle Rock Senior Activity Center (CRSAC) celebrated its 50th year of operation and service to the community. The Center's roots are from 1971 when we began as a Seniors' Club. The Center incorporated in 1992 and has evolved into a community focal point, resource, and activity center to meet the increasing and changing needs of those age 50 and older in the Town of Castle Rock and surrounding Douglas County region. As a 51-year-old 501(c)3 not for profit organization, the Center provides services and programming to help older adults "age in place" living independent, connected, and fulfilled lives. The Center serves approximately 1,500 area residents and older adults who are visiting family in the area.

A Board of Directors and small staff preside over the operations and are supported by the many volunteers who provide needed support for the day-to-day and long-term functioning. Volunteers contribute numerous hours each year to operate the programs and services. The Center has been recognized as a model program and has provided technical assistance to other centers throughout the country.

The CRSAC uses volunteers in many ways to help offset expenses and help our funding stretch. The numbers of volunteers, and volunteer hours of support were greatly reduced during the pandemic. In 2021, approximately 250 volunteers assisted Center operations by providing approximately 16,581 hours of support - the equivalent savings of almost 8 FTE's (normal assistance is closer to 14-15 FTE's in a non-pandemic year). Volunteers are drivers for clients and deliveries of resources, and provide Center support such as receptionists, activity planners, board members, preparation-serving meals, and teach classes to participants. To continue to grow programs to meet the increasing numbers of older adults in the community and to provide resources to those who are just now re-engaging, the Center will need to expand the numbers of volunteers through expanded recruitment tools and enhanced retention strategies.

Center members and service participants range in age from 50 all the way to the low 100's who live on their own or with family. The Center provides services and programming to help older adults "age in place" and live independent and fulfilled lives. There are 400+ registered riders in our transportation program alone. With a fleet of vehicles and a team of dedicated volunteers, more than 750 rides pre-COVID and currently over 925+ rides are provided each month to doctor's appointments, grocery stores and other quality of life locations. The Center's fleet of vehicles provide trips to and from activities, meals, medical appointments and needed errands including grocery shopping as well as food and other necessary deliveries. Opportunities for travel; social engagement; sports/fitness activities; entertainment; and educational presentations are provided daily most of the year. During 2020 and the first several months of 2021, in-person numbers were drastically reduced as the world went into pandemic shutdowns. The Center itself however, NEVER stopped operations! Services and activities were quickly re-imagined to meet the new needs older adults were facing. Instead of having activities in the Center, virtual presentations, concerts and tours were provided. Staff and volunteers provided over 3,000 reassurance calls to those who were shut in and without other supports. These calls often led to identification of further needs and Center staff worked with service agencies and first responders to ensure residents were not only safe but could thrive at home. After March 2020, trips became deliveries of groceries and home-care supplies, prescriptions, and activity kits. The VOA dining center lunch became a curbside lunch pick up and say hello to friends time. The Center's parking lot morphed into a drive-up movie, concert, bingo venue. The Center opened its doors and hosted COVID vaccination clinics for the community.

With the return to our "new" normal, the demand for Center in-person services, program and activities has come back not only to the pre COVID numbers but with even greater expectations from the community. The population of older adults continues to grow and those who have become aware of our services during the last two years are now becoming full time participants. The request for 2023 is to increase our transportation funding from the Town by \$10,000 and our Senior Services funding by an additional \$10,000 making our ask \$20,000 more than in previous years.

There have been many changes in the way programs and services are offered due to the pandemic that began in March 2020 and continues to some extent even today with new variants and need for increased vigilance by older adults to stay well. These changes have been financially costly to the Center. Vehicles must be cleaned several times each day. The rapidly increasing cost of gasoline and vehicle insurance is making transportation even more costly than it has been. Due to participant interest, large trips to events and venues must now be scheduled in smaller trips offered 2-3 times each to accommodate restrictions at these events or venues. Many existing program "leaders" have left, and new ones need to be identified and engaged. Costs for program supplies have gone up exponentially. Staff are having to provide both in-person and in-home programs and activities to meet the needs and expectations of the community. All this has greatly increased the cost to provide programs.

Funds from the Town will be used to offer both new and existing programs at an affordable rate by augmenting a percentage of the cost to develop and host programs. As participants return, it has become apparent that going forward, a mix of in-person and virtual offerings will become more the norm. Program planning and execution will become more diverse and need greater skills to manage. Funds will support ongoing training and enhanced skill building for staff and volunteers alike as participants become more sophisticated consumers of what the center offers and how it is presented. Funds will be used to support program costs and the infrastructure needed to operate the existing

variety and level of programs and services as well as expanding and diversifying the offerings as needs of the community grow. This will help keep costs manageable to participants so they are able to partake in Center offerings without having to make choices in their fixed budgets.

The Castle Rock Senior Center continues to strive to be a leader in helping seniors, and their families; and values the communities it serves. While we were able to hold Annual Senior Life Expo in 2021, it was a small event. This year's event be our largest Senior Life Expo so far. It will be held on June 30th from 1-5 at the DC Event Center. This event has proven to be a leading event to the community that addresses resources and provides information about ways to love life in the second half. We know this event is very important to both attendees and businesses, as they are able to help many older adults on that day and connect for future needs. We know that it is critical for seniors to be aware of the services available to them, and we plan to continue to be a leader for providing communication and information to the senior population. The Center loves to partner with other community organizations by donating our volunteers and staff to help with community events including the Town of Castle Rock, Castle Rock Parks and Recreation, the Merchant's Association, local service organizations (Kiwanis, Rotary, and Civitan), the Chamber of Commerce and the Seniors' Council of Douglas County.

The administrator of the town contract will be Debbi Haynie, Executive Director for the Senior Center. Contact information is 720-733-4488, a direct line; email is dhaynie@crgov.com .

The CRSAC greatly values our partnership with the Town and the support we receive through our service contract for operational, senior services and transportation funding. The support that we receive from the Town, with in-kind services and funding, is vital for us to continue to provide the above-mentioned activities, programs and services. We look forward to another year of providing the level of service that the Center is known for, the community expects, and to being a valued key partner in the community.

Sincerely,



Debbi Haynie
Executive Director



Phyllis Tumey
Board President

**2023 SERVICE ORGANIZATION
FUNDING APPLICATION**

ORGANIZATION REQUESTING FUNDING:
CASTLE ROCK SENIOR ACTIVITY CENTER

I. 2023 FUNDING REQUEST (Please use this form for this information and not another format.)

Transportation – provide transportation
for senior citizens and adults with disabilities. \$70,000

Operational – provide senior citizens with educational, social, health,
recreational and volunteer opportunities, programs and services \$80,000

TOTAL FUNDING REQUEST \$150,000

II. 2023 PROJECTED ORGANIZATION BUDGET
(Please use this form for this information and not another format.)

2023 projected organizational budget
(Including funding from the Town) \$885,887

Projected sources of revenue

Town of Castle Rock	\$150,000
Activity Income/Misc.	\$80,000
Shuttle Donations	\$14,000
Grants	\$350,000
Membership Fees	\$42,000
Fundraising	\$120,000
Misc.	\$48,000
In kind Income	\$81,887

TOTAL PROJECTED REVENUE \$885,887

Projected expenditures
(By major budget category)

Activity Expenses	\$40,000
Payroll/Taxes/Misc.	\$457,000
Vehicles – Fuel/Maintenance	\$33,000
Depreciation	\$45,000
Office – Operations and Administration	\$69,200
Fundraising Expenses	\$40,000
Insurance	\$34,000
Other	\$85,800
In Kind Expense	\$81,887

TOTAL PROJECTED EXPENDITURES \$885,887

III. 2023 PROPOSED PERFORMANCE OBJECTIVES

Programs and Activities

- 1.) Provide over an average 140+ activities and/or events per month that are recognized as essential components to healthy and successful aging.
- 2.) Continue to serve over 3200 (duplicated) senior participants each month with social, cultural and educational opportunities.

Transportation

- 1.) Continue to provide over 650+ monthly shuttle rides to seniors and those adults with disabilities to medical appointments, social events and basic living needs.
- 2.) Add at least 75 new riders to the transportation program in 2023.

Health & Wellness

- 1.) Continue to provide VOA low cost meals 2 times a week, and continue to coordinate Meals on Wheels weekly home deliveries to qualified clients.
- 2.) Provide a Hot Lunch Delivery Program 2 times a week to Low income Senior Housing communities. This program is in partnership with RUOK.
- 3.) Continue to expand the wellness programming to serve the needs of the seniors.

Center Objectives

- 1.) Be a leader in the community outreach for Senior Resources – June 29th, 2022 9th Annual Senior Life Expo – Douglas County Events Center.

IV. SUPPLEMENTAL INFORMATION

2022 Board of Directors and Staff

Executive Officers

President	Phyllis Tumeay
Executive Vice President	Jon Hendricks
Membership/Outreach VP	Lynn Kroloff
Secretary	Sherry Fogleman
Treasurer	Steve Lockwood
Immediate Past President	Doris Rollins

Standing Committee Chairs

Activities	Patty Hasty
Community Liaison	Open
Sports	Cynthia Timmons
Transportation	Ed Mattix

Professional Staff

Executive Director	Debbi Haynie
Assistant Director/Activities Coordinator	Shannon Rutt
Office/Transportation Manager	Tina Whitby
Project/Event Coordinator	Stacey Fahrenbruch
Volunteer Coordinator	Maria Seibert
Front Desk Coordinator	Judie Patton
Kitchen Coordinator (PT)	Susan Santa-Maria Fenton