

June 8, 2018

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

Re: 2019 Application for Service Organization Funding  
Castle Rock Senior Activity Center

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

Please find our enclosed application for 2019 funding to support a portion of the services the Castle Rock Senior Activity Center provides to the residents of the Castle Rock community.

We told you about the "Silver Tsunami" last year, and we can attest that it is still rising! Again this year we have seen record numbers of seniors coming in to join, or get information on senior activities, services and resources. Although 50% of our membership consists of older seniors (75 and up) we are seeing the younger seniors getting more involved. Our average membership age has dropped from 74.07 to 73.46. While this isn't a large drop, it does show that seniors are becoming active sooner.

Our current breakdown of membership by Age and Gender:

Male/ Female 37% / 63%		
<b>Age Ranges</b>		
<b>50 - 64</b>	10%	Up 1% from last year
<b>65 - 69</b>	17%	Up 1 % from last year
<b>70 - 74</b>	24%	Remained the same
<b>75 - 79</b>	23%	Remained the same
<b>80+</b>	26%	Down 3% from last year

2018 has continued to provide more than 150 activities each month for seniors to enjoy for our diverse age groups. These range from educational, to social, to health and recreational programs, as well as creating a wonderful environment to meet people and explore a variety of options to stay active and involved. As our membership continues to grow, we are looking to add new activities and experiences for seniors. We hear time and time again from family members that their parents are seeing and doing things that they wish they could do.

The Center has been supplying transportation services, with volunteer drivers in our vehicles since 2000; we have evolved to become the largest transportation provider in the town outside of the taxi services. This service continues to provide over 650 rides per month for seniors and disabled resident to meet their medical appointments, grocery trips, and nutritional needs. In addition as you are aware, we also provide transportation to the Center for an abundant number of activities, and to a variety of other destinations.

Our riders for the transportation services are not all members, so the demographics look a little different for this service:

<b>Male/ Female 26% / 74%</b>	
<b>Age Ranges</b>	
<b>Under 59</b>	11%
<b>60 – 64</b>	4%
<b>65 - 69</b>	9%
<b>70 - 74</b>	17%
<b>75 - 79</b>	19%
<b>80+</b>	40%

Looking at current trends, we believe our requests for services - from transportation to activities to health and wellness programs - will continue to rise. This past year we added Tai Chi for Arthritis and Brain Fit classes, just to name a few. We also know that socialization and volunteering opportunities are also very important to our older adults. We provide a registered nurse who coordinates a Health and Wellness Program, offering a multitude of benefits ranging from educational luncheons to exercise classes, to preventative health care and maintenance. These programs are educational in nature and offer activities, fitness, nutrition options, massage therapy, reflexology, art therapy, and educational topics to engage this vast age demographic. In addition, we offer sports programs and fitness activities which include golf, bowling, pickleball, tennis, hiking, and softball leagues. In 2017 alone, over 460 volunteers served the Center by organizing fundraising events, working on many of our activities and programs, acted as lunchroom servers, or meals on wheels delivery drivers, and helping with community events hosted by other organizations. This equated to over 30,100 volunteer hours. The Center could not operate at the level it does without the generous hours of volunteer service we receive from our senior residents.


The Castle Rock Senior Center continues to strive to be a leader in helping seniors along with their families and values the communities it serves. The Center facilitated our 4th Annual Senior Life Expo at the Douglas County Events Center addressing seniors' needs for resources and provided information about ways to love life in the second half. Attendance at this expo far exceeded our expectations with over 550 people attending and 70 community partners representing senior interests. We were told by many attendees and businesses that they were able to help many seniors that day. 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) and the Chamber of Commerce.

As we look forward into 2019, we continue to anticipate the senior population growing, seniors are wanting more ways to stay active and many are in need of more transportation services. As our funding this past year remained level from funders, we have added more staff this year to help manage the additional demand on the center from the rising growth, but continue to operate a lean budget model. Through our other grants and fundraising, along with support from the town we are able to offer a level of services that is unmatched by other Centers. And to that end, we have received several visits this past year from other Senior centers in Colorado, asking us to share our model of services. Serving the seniors and the greater Castle Rock area is very important to our mission, and we will provide these services even when funding is low, if it is at all possible. The support that we receive from the Town, with in-kind services and funding, is vital for us to continue to provide the above mention activities, programs and services.

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](mailto:dhaynie@crgov.com)

We value our partnership with the Town and the support we receive through our service contract and transportation funding. We look forward to another year of providing the level of services that the Senior Center is known for and for being a key partner in the community.

Sincerely,

A handwritten signature in blue ink that reads "Debbi Haynie". The signature is stylized with a large, looped 'D' and a cursive 'Haynie'.

Debbi Haynie  
Executive Director

A handwritten signature in blue ink that reads "Doris Rollins". The signature is written in a cursive, flowing style.

Doris Rollins  
Board President

**2019 SERVICE ORGANIZATION  
FUNDING APPLICATION**

**ORGANIZATION REQUESTING FUNDING:**

**I. 2019 FUNDING REQUEST** *(Please use this form for this information and not another format.)*  
**Breakdown of funds** *(For what specifically would monies from the Town be used?)*

<u>Transportation</u> – provide transportation for senior citizens	\$50,000
<u>Operational</u> – provide senior citizens with educational, social, health, recreational and volunteer opportunities, programs and services	\$70,000

TOTAL FUNDING REQUEST	<u>\$120,000</u>
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**II. 2019 PROJECTED ORGANIZATION BUDGET**  
*(Please use this form for this information and not another format.)*

<u>2019 projected organizational budget</u> <i>(Including funding from the Town)</i>	<u>\$649,200</u>
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Projected sources of revenue

Town of Castle Rock	\$120,000
Activity Income/Misc.	\$72,200
Shuttle Donations	\$16,000
Grants	\$170,000
Membership Fees	\$37,000
Fundraising	\$110,000
Misc.	\$40,000
In kind Income	\$84,000

TOTAL PROJECTED REVENUE	<u>\$649,200</u>
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Projected expenditures  
*(By major budget category)*

Activity Expenses	\$65,000
Payroll/Taxes/Misc.	\$282,200
Vehicles – Fuel/Maintenance	\$23,000
Depreciation	\$47,000
Office – Operations and Administration	\$50,000
Fundraising Expenses	\$28,000
Insurance	\$30,000
Other	\$40,000
In Kind Expense	\$84,000

TOTAL PROJECTED EXPENDITURES	<u>\$649,200</u>
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### **III. 2019 PROPOSED PERFORMANCE OBJECTIVES**

#### **Programs and Activities**

- 1.) Provide over 130+ activities and/or events per month that are recognized as essential components to healthy and successful aging.
- 2.) Continue to serve over 2500 (duplicated) senior participants each month with social, cultural, and educational opportunities.

#### **Transportation**

- 1.) Continue to provide over 600+ 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.

#### **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.
- 2.) 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 – April 18<sup>th</sup>, 2019  
5th Annual Senior Life Expo – Douglas County Events Center.

# 2018 Board of Directors and Staff

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## Executive Officers

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President	Doris Rollins
Vice President 1st	Phyllis Tumey
Vice President 2 <sup>nd</sup>	OPEN
Secretary	Sherry Fogleman
Treasurer	Chuck Pauley

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## Standing Committee Chairs

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Activities	OPEN
Community Liaison	Al Wonstolen
Membership	Kathy Stumpf
Sports	Dave Meyer
Transportation	Jon Hendricks

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## Professional Staff

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Executive Director	Debbi Haynie
Office/Transportation Manager	Tina Whitby
Project/Event Coordinator	Mary Jo Fry
Volunteer Coordinator	Juli Asbridge
Activities Coordinator/Newsletter Editor	Shannon Rutt
Front Desk Coordinator	Michele Bellue
Kitchen Coordinator (PT)	Susan Santa-Maria Fenton