

June 9, 2017

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

Re: 2018 Application for Service Organization Funding
Castle Rock Senior Center, Inc.

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

Please find enclosed our application for 2018 funding to support a portion of the services the Senior Center provides to the residents of the Castle Rock community.

There has been talk about the "Silver Tsunami" coming, and we can attest that it is here! This year we have seen record numbers of seniors coming in to join, or get information on senior activities, services and resources.

Seniors are multi-generational now (GI Generation, Silent/Mature Generation, Baby Boomers and even some Gen X) and are looking for diverse activities and different types of services. Not only are people living longer, but many retire later while others take early retirement. Some call 70 the new 50 because no longer are seniors content sitting around. They are active, learning, and contributing to their communities while connecting with others and their families, many making cross-country moves to be closer to their grandchildren.

The Center fills a vital role in the communities we serve. Our organization began 46 years ago as a private, membership-only social club, serving a few seniors in Castle Rock. Today we have evolved into a community-wide organization that directly serves over 1000 members this year and over 350 registered riders in the transportation program alone. The Center strives to meet the needs of those who are 50 years and older, along with disabled adults, living in Castle Rock and surrounding areas.

So far in 2017, we have been providing over 140 activities each month for seniors to enjoy. These range from educational, to social, to health and recreational programs, as well creating a wonderful environment to meet people and explore a variety of options to stay active and involved. We provide a transportation program for seniors and disabled residents that meet their medical appointments, grocery trips, and nutritional needs. In addition, we are a Volunteers of America nutritional meal service site and a coordinating site for the Douglas County Meals on Wheels Program. This is very important, as the number of homebound residents needing this service continues to grow. As you are aware, we provide transportation to the Center for abundant numbers of activities, and to a variety of other destinations.

Looking at current trends, we believe the requests for services - from transportation to activities to health and wellness programs - will continue to rise. 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 2016 alone, over 450 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 32,000 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 3rd Annual Senior Life Expo at the Douglas County Events Center that addressed 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. Again this year the Center will provide artist transportation at the 2017 ArtFest festival; this is our service to the Chamber of Commerce at no cost for the fuel or use of the vehicles, utilizing our volunteer drivers. This is just one area that our volunteers give, by helping with community events hosted by other organizations including the Town of Castle Rock, the Merchant's Association, local service organizations, (Kiwanis, Rotary, and Civitan) and the Chamber of Commerce.

As we look forward into 2018, we continue to see the senior population growing, everyone wanting more ways to stay active and in need of more transportation services. As our funding this past year remained level from funders, we continue to provide the majority of the rides for the county in our limited transportation area (primarily the town of Castle of Rock). Serving the seniors and the greater Castle Rock area is very important to our mission, and we will provide this service even when funding is low, if it is at all possible. As our membership continues to grow, we are looking to add new activities and experiences for seniors. 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.

This year we redefined our "Mission, Vision and Values" statements to better reflect our purpose of meeting the needs of the growing senior population.

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

Opportunities

Volunteerism

Inclusive

Neighborly

Gather

Learning

Independence

Friendships

Excursions

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

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,



Debbi Haynie
Executive Director



Doris Rollins
Board President

III. 2018 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.
- 3.) Continue to expand awareness of and attention of our volunteer programs at the Center.

Transportation

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

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.) Continue to expand our use and roll out new portions of the database software system implemented in 2016.
 - 2.) Be a leader in the community outreach for Senior Resources – April 19th, 2018 4th Annual Senior Life Expo – Douglas County Events Center.
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**2018 SERVICE ORGANIZATION
FUNDING APPLICATION**

ORGANIZATION REQUESTING FUNDING:

Castle Rock Senior Activity Center

I. 2018 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>

**II. 2018 PROJECTED ORGANIZATION BUDGET
(Please use this form for this information and not another format.)**

2018 projected organizational budget
(Including funding from the Town) \$510,000

Projected sources of revenue

Town of Castle Rock	\$120,000
Activity Income/Misc.	\$70,000
Shuttle Donations	\$15,000
Grants	\$140,000
Membership Fees	\$30,000
Fundraising	\$95,000
Misc.	\$40,000
 TOTAL PROJECTED REVENUE	 <u>\$510,000</u>

Projected expenditures
(By major budget category)

Activity Expenses	\$65,000
Payroll/Taxes/Misc.	\$218,000
Vehicles – Fuel/Maintenance	\$28,000
Depreciation	\$48,000
Office – Operations and Administration	\$50,000
Fundraising Expenses	\$25,000
Insurance	\$32,000
Other	\$40,000
 TOTAL PROJECTED EXPENDITURES	 <u>\$510,000</u>

IV. SUPPLEMENTAL INFORMATION

**Castle Rock Senior Activity Center
2017 Board of Directors & Staff**

Executive Officers

President	Doris Rollins
Vice President	Phyllis Tumey
Vice President	Open
Secretary	Vivien Semryck
Treasurer	Chuck Pauley

Standing Committee Chairs

Activities	Sherry Fogleman
Community Liaison	Al Wonstolen
Facilities	Mark Schoeberl
Membership	Kathy Stumpf
Sports	Dave Meyer
Transportation	Jon Hendrick

Staff

Executive Director	Debbi Haynie
Assistant Director	Deb Santy
Transportation Coordinator	Tina Whitby
Volunteer Coordinator/ Admin Assistant	Juli Asbridge
Front Desk Coordinator/Admin Assistant	Mary Jo Fry
Kitchen Coordinator (Part time)	Susan Santamaria – Fenton