



REDWOOD COAST SENIOR CENTER

ANNUAL REPORT 2009

Review of 2009

The year began with a Grand Jury Investigation, a Board initiated comprehensive operations review, and the resignation of the Executive Director. By mid year the recession had stripped nearly \$90,000 from the Center's government and grant funding.

Now, twelve months later the Center has a new Director, seven new Board members, a new strategic plan, and has successfully balanced the budget without cutting any services.

All sixteen recommendations of the Grand Jury have been implemented along with additional changes proposed in the operations review.

An independent financial review has been completed and implemented, and the Center's financial policies and

governance are transparent and healthy.

Staff morale and performance is excellent. The Senior Center community is satisfied and happy with the

quality of services. Participation in all programs is up.

Significant facility renovation is underway. Contributions from generous North Coast residents and

businesses is up. A new web site opens financial, administrative and program information to the public.

Redwood Coast Senior Center has completed a year of needed assessment and renewal. Because of the interest and support of so many friends, and the wisdom and advice of community members with a long history of engagement with the Center, we have regained stability and direction.

*A long tradition
of service and
support to the
elders of the
North Coast has
been honored.*

Senior Center Programs

Transportation Program

Senior transportation is provided by two buses that respond to call-in requests for senior rides five days a week. Our skilled and caring drivers, dispatchers and manager operate a taxi-like service, picking up and delivering elders to and from destinations all over the North Coast. Total rides have more than doubled during 2009.

Home Delivered Meals

The Meal On Wheels staff and volunteers deliver hot lunches, prepared daily in our own kitchen to seniors who are home bound. These daily visits, check in, and delicious food provide nutrition for body and soul to many elders whose lack of mobility can lead to social isolation. Requests for this service has increased a bit this year, probably due to the recession.

Dining Room Food Service

The Dining Room is the hub of the Senior Center. Our great Chef and his staff run the nicest 'private dining club' on the coast. A four dollar

donation buys a great, tasty lunch daily - substantial, well balanced nutritionally, and personally served by an all volunteer wait staff. As in any good restaurant, the food is the focus for a celebration of friendship, conversation and community. Attendance is at an all time high, though donations are down a bit, reflecting the financial impact of the recession on seniors.

Outreach & Support

Senior consultation services are offered to elders who need information, coaching or advocacy. Center staff respond to daily requests for: assistance in managing taxes and finances; finding appropriate social services; managing Medicare and Social Security; housing, food and energy support; transportation and personal care; exercise, nutrition and healthy living; and dealing with unique elder problems. In addition the Center offers a wide range of programs including: exercise, movies, quilting, thrift store, support groups, blood pressure monitoring, bingo, classes, and speakers.



REDWOOD COAST SENIOR CENTER

In 2009...

Elizabeth and
Char provided

2,521

Respite Days

to caregivers while
the Center enriches
the lives of elders and others
requiring special care

John and Jack gave

7,157

Bus Rides

- mobility for seniors -
to Doctor's appointments,
the Day Program, Lunch

You Call, We Carry

Waldi and Bernice answered

7,520

Calls for Information

and assistance about
available programs, tax
advice, blood pressure monitoring,
exercise, singing, bingo, quilting, blood bank,
money management, health insurance, computer access...

*We can help with elder issues
Give us a call: 964-0443*

Our coastal community
generously provided

12,560

Volunteer Hours

*Got a little time to help?
We can always use a hand*

Sandy, Virginia,
and volunteers delivered

15,199

Meals on Wheels

to seniors in their homes



*Join us for lunch!
Monday-Friday 11:30am-1pm*

By raising

\$55,000

we sustainably replaced
State & Federal funding
lost to economic conditions

To maintain our present services, our goal is to
raise \$33,000 more before the end of June.
We need your help to attain this goal.



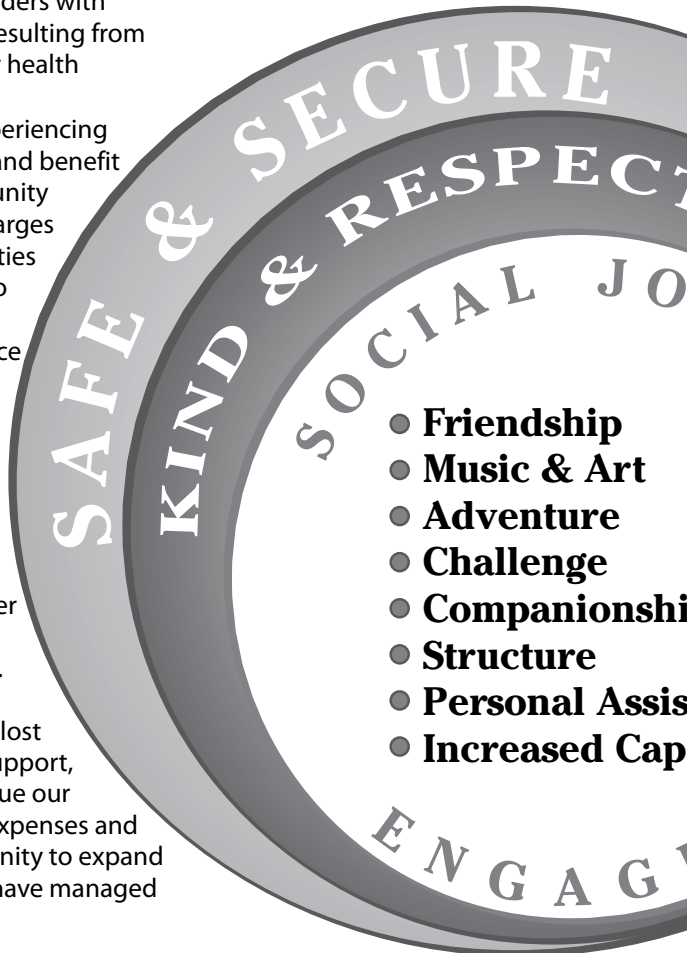
The Circle of Elders Day Program provides secure support and healthy social interaction to elders with diminished capacity resulting from physical, emotional or health problems.

Seniors who are experiencing these changes enjoy and benefit from a regular community experience which enlarges their social opportunities and provides access to music, art, food and celebration. This service provides family and caregivers much needed daytime respite from the daily demands of constant support.

A Governor's veto cut all funding for elder day programs throughout California. Many have closed, or curtailed services. We lost \$50,000 of financial support, but decided to continue our program. By cutting expenses and calling on the community to expand financial support we have managed to meet our costs.

This vital program actually allows many families maintain elders at home rather than turning to much more expensive and isolating residential care facilities. Elders, families and the community benefit.

We currently have space available, and the program has expanded service to a wider range of elders than its previous focus only on those experiencing Alzheimer's related limitations. We have openings and invite referrals.



- **Friendship**
- **Music & Art**
- **Adventure**
- **Challenge**
- **Companionship**
- **Structure**
- **Personal Assistance**
- **Increased Capacity**

What a simple good idea!

**Aging can diminish capacity and create
a need for constant support, care, and supervision**

**Caregivers need a break
Seniors need variety and connection**

Redwood Coast Senior Center offers a “Day House” for Elders

Imagine your loved one looking forward to the day, participating in a group of friends engaged in lively activities. Here elders enjoy being part of a peer group that offers continuity, warmth, laughter, love, and a sense of belonging ... all in a safe, secure, and supportive environment.

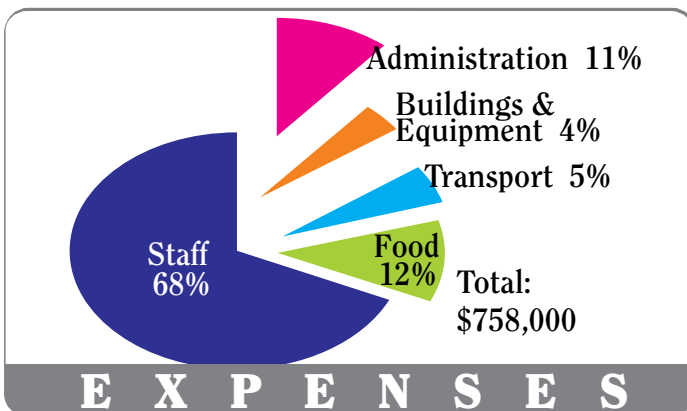
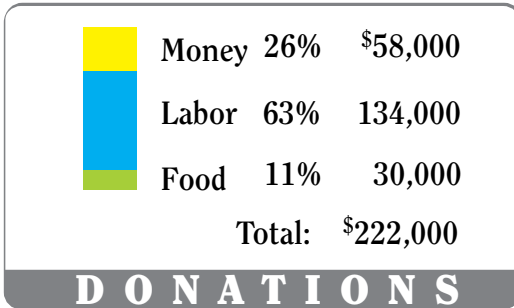
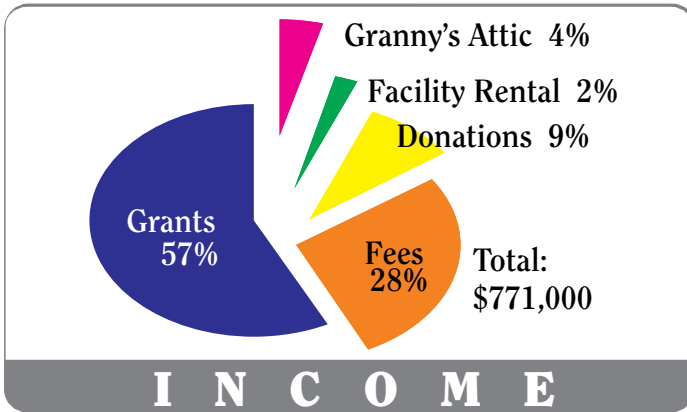
**Our expanded Day Program
has immediate openings.
Elders needing care or
families needing support
should call 961. 4310 for a
confidential consultation.**

“It’s joyful here!”
– Participant

Families of Elder

- **Respite time away**
- **Substitute caring team**
- **Information & support**
- **Strategy**

Questions? Call 707.961.4310 – We can help.



2009 Financial Report

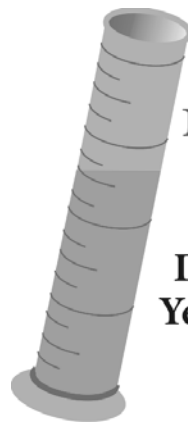
Despite government funding cuts in the second half of the year we managed to maintain all services. Community contributions and fund raisers are keeping us close to a balanced budget.

Federal Grants and contracts remain our largest income source, followed by the fees we collect for meals, transportation, and day care. Thrift store sales and facilities rental help a bit, and of course personal donations from businesses and individuals in the community really make the difference for us.

Staff costs are our largest expense, and contribute over a half million dollars into our local economy every year. In addition volunteers provide services valued at over \$150,000. Buying food, operating our busses, and maintaining and operating our building are our main areas of operating expense. We administer the various programs at a cost of just over ten per cent of our total budget.

The Center is managing to maintain our target of a \$250,000 reserve, so that we could operate for at least four full months if our government income stream was interrupted.

Moving into the first half of 2010 our ability to maintain a balanced budget will depend on the success of our spring fund raising drive, some increase in fees collected for meals, and filling available space in the new Circle of Elders Day Program.



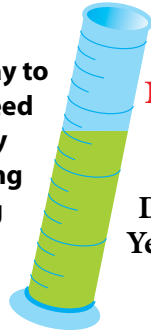
**STILL
NEEDED
\$33,000**

**Donations
Year-to-date
\$55,000**

**Community
contributions made
the difference - a
balanced budget!**

How Can the North Coast Community Help and Support Redwood Coast Senior Center?

We are nearly 2/3 of the way to our goal of \$88,000 - we need to raise another \$30,000 by July. You can help by making a contribution, or pledging monthly financial support.



**STILL
NEEDED
\$33,000**

**Donations
Year-to-date
\$55,000**

We have space available in the Circle of Elders Day Program. You can help by making a referral if you know a senior or a family who needs support.

We are always adding to our volunteer staff. You can help by joining our availability list for helping in the dining room, thrift store, day program, special events, senior transportation, office, maintenance, and cleaning.



We feature quality clothing, housewares, jewelry, art, small appliances and electronics in Granny's Attic Thrift Store. You can help by making donations.

We utilize kitchen equipment, tools, office supplies, food, cleaning supplies, gasoline, propane, and garden supplies. Local businesses can help by making donations.