



Center 50+

CITY OF SALEM

2017 Annual Report



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Find out how to help us and
others by donating:

www.cityofsalem.net/Center50

2017 Advisory Commission

Ron Rubel, *President*

Britni Davidson, *Vice President*

Alise Liepnieks

Allen Jakobitz

Beth Jackson

Billie Larson

Carol Moeller

Jenifer Hood

Mary Chance

Mel Fuller

Paula Hilgers

Rebekah Smith

Richard McGinty

Sandy Kinney

Steve Patterson

Ted Stang

Tracy Morgan



Accredited by
National Institute of
Senior Centers



Mission

To provide life enriching opportunities for adults age 50 and over through activities, services, and involvement in the community.

Vision

Salem Center 50+, a recognized leader in the community promoting a positive, active image that heightens and enhances awareness of senior programs, services, and resources accessible to the community.

Strategic Goals

- Stability and Vitality
- Collaboration
- Gateway Access
- Senior Leadership

Objectives

- Provide and expand a wide range of diverse programs.
- Provide the opportunity for social interaction.
- Maintain a balance of social, health, and educational opportunities.
- Provide the highest level of quality of information and assistance to seniors in need of services.
- Elevate awareness of opportunities available to the senior community.
- Maintain and further develop community partnerships and encourage participation on boards and committees throughout the community.
- Provide and promote volunteer opportunities to seniors and the community.
- Provide financial security for Center 50+ utilizing a Resource Development Plan.
- Develop and implement a marketing plan and speakers bureau.
- Generate and maintain inter-generational programs.
- Expand lifelong learning opportunities, utilizing both paid and volunteer instructors, through class offerings that provide individuals with new skills, career retraining, personal growth and interest development, and promote civic engagement and leadership skills.
- Provide older adults a comprehensive start to finish approach to retirement planning which includes: life assessment, planning and counseling, and placement services.
- Provide direction and opportunities to volunteer positions and appropriate training and educational forums that match their needs, goals, personal interests, and overall retirement goals. This methodology is often referred to as “life options” or “next chapter: life mapping.”



*“I love what happens at Center 50+.
It’s where life’s beat goes on.”*

*- Ron Rubel, Center 50+
Advisory Commission President*

Our 500+ volunteer workforce supports nearly 200 different programs, services, and activities. Each and every area of the Center relies on volunteers — they are the very backbone of all operations.

Impact

487

Number of older adults who volunteered services for the 2016 fiscal year.

\$1.9 mil.

Value of volunteer workforce supporting our 50+ community and their caregivers.

81,000

Total hours of volunteer time donated by our volunteers this year.

\$23.56

The value of volunteer time per hour. (Points of Light Foundation)

Why Our Members Choose to Volunteer

- We address community needs.
- We collaborate to create a stronger community.
- We form lasting bonds of friendship.
- We contribute in a meaningful way.
- We share our time, talents, and experience with others.

85+ “ACT NOW” Volunteers

Throughout the last several years, we have not seen a natural increase in volunteerism with the increase in patronage. The feedback from our “new” client base is that they are seeking volunteer opportunities that are:

- Limited in duration
- Provide them flexibility
- Have greater community impact
- Provide them a variety of experiences

In response to this feedback, Center 50+ started ACT NOW. ACT NOW is a community action team made up of adults age 50+ who are interested in serving their community in a variety of ways. This year, the group helped at 40 community events and connected 56 different nonprofit organizations to volunteers, including programs which work with youth, homeless, historical buildings and museums, community gardens, and more. This team of more than 85 are helping to make Salem-Keizer a better place for everyone.



100 Homebound Seniors

STAYING HEALTHY AT HOME AND FIX-IT BRIGADE

We provided maintenance and repairs, weekly home visits, daily phone calls, and an in-home fitness program, improving socialization and physical health necessary to reducing fall risks and social isolation of homebound seniors.



1,966 Respite Participants

RESPITE PROGRAMS

An average of 11 participants a day took advantage of our Time Friends and Among Friends Respite Programs. Volunteers provided excellent support to Respite, having spent a total of 3,705 hours in the programs this year.

739 Caregivers

CAREGIVER EDUCATION

346 family caregivers received 24 free educational classes.



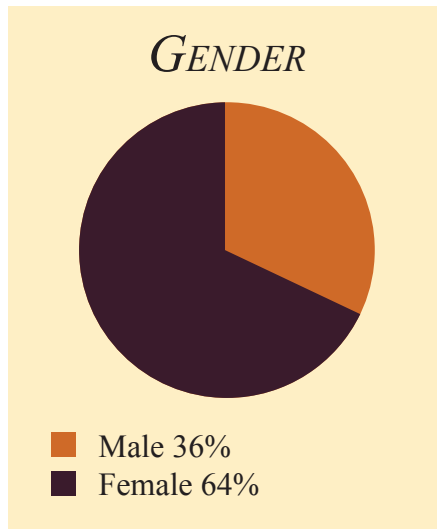
40 Holiday Baskets

ACT NOW/COMMUNITY SEWING GROUP

The volunteers delivered baskets filled with special gifts, handmade quilts, and personal items to shut-ins.



Attendance/Participant Profile



AGE

Under 55	8%
55-60	10%
61-65	12%
66-70	38%
71-75	10%
76-80	6%
81-85	7%
86-90	7%
91-95	< 1%
95-10	< 1%

ATTENDANCE

	2009	2010	2011	2012	2013	2014	2015	2016	2017
<i>Total Registration Participation</i>	221,000	205,150	198,260	212,400	217,800	218,212	232,934	239,680	244,237
<i>Average Daily Attendance</i>	786	746	766	708	726	727	806	856	851

MOST POPULAR

<i>Day</i>	<i>Time</i>	<i>Activity</i>
Thursday	11 a.m.–2 p.m.	Lifelong Learning Classes/ Meals/Bingos



250 Fitness Center Members

FITNESS



271 Fitness Center members per month on average enjoyed the benefits of the gym. An average of 11 different fitness classes were offered each month.

1,912 Students

LEARNING OPPORTUNITIES



Lifelong Learning:

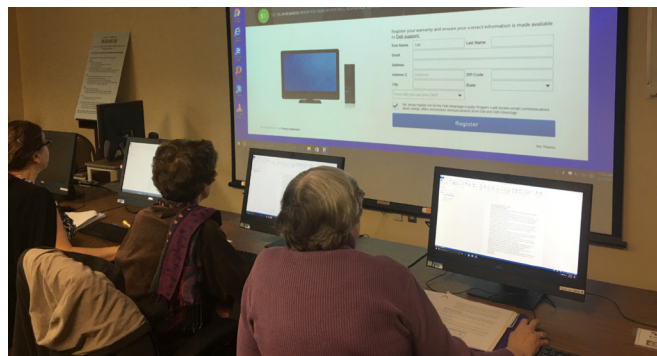
- 269 Subjects
- 30 Instructors
- 1,912 Students (increase of 467 from 2016)
- \$28,365 Revenue (increase of \$1,681)

PATRON RESULTS

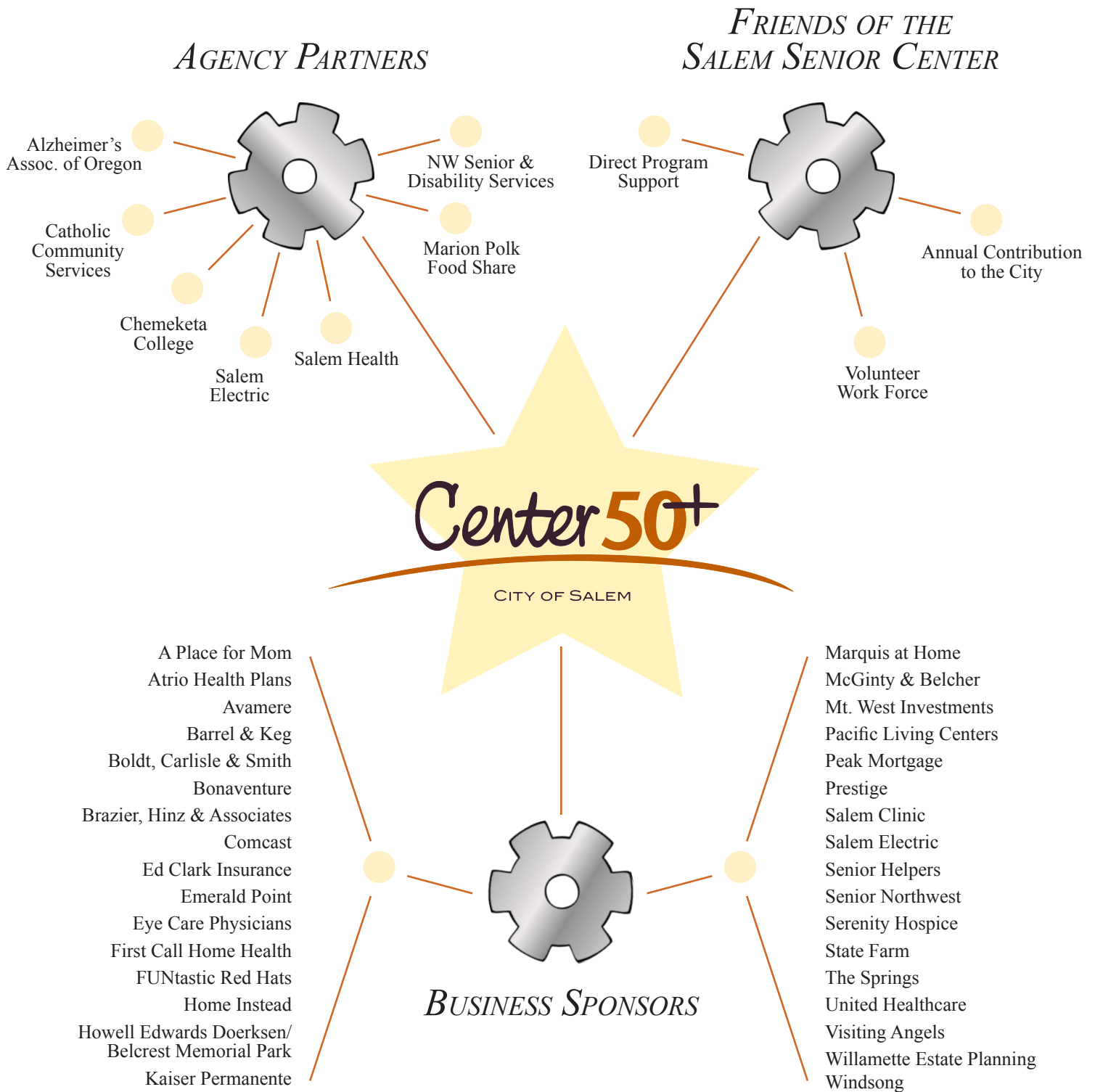
<i>Areas of Benefit</i>	<i>Yes</i>
Improved my overall health	89%
Reduced my medications	16%
Made me feel better physically	97%
Helped me lose weight	32%
Improved my mobility	84%
Helped my balance	86%
Helped me socially connect to others	73%

2,000+ Computer Lab Users

TECH 50+



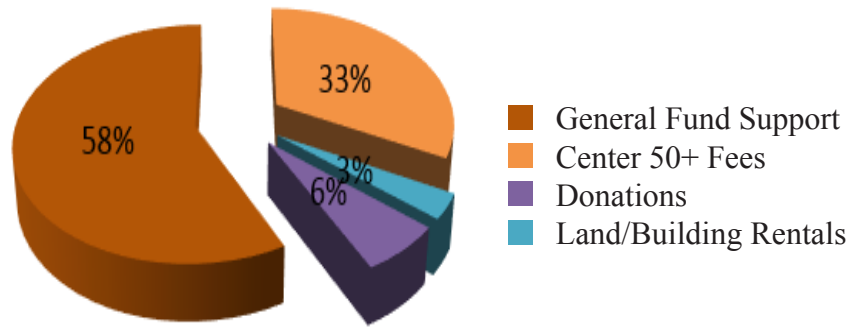
30+ Volunteers spent over 3,000 hours assisting 2,000+ patrons in the Computer Lab.



FY 2016-17 City General Fund Revenues and Expenditures

REVENUES BY SOURCE

Center 50+ Fees	\$299,836
Land/Building Rentals	\$46,646
Donations	\$68,735
General Fund Support	\$612,823
Total	\$1,028,040



EXPENDITURES BY CATEGORY

Personal Services	\$730,596
Materials and Services	\$285,444
Transfer to Facility Reserve	\$12,000
Total	\$1,028,040

Friends of Center 50+

Friends of Center 50+ (Friends) is a 501(c)(3) organization established in 1993 to raise funds to support Center 50+. Serving as the fundraising arm for the Center, they contributed \$67,610 in FY 2016-17 to the Center's annual budget. In addition, Friends directly support and operate \$218,000 worth of programs, events, and services, and donate thousands of volunteer hours serving as Center 50+ Ambassadors.

Friends raises funds through fundraising events, grant requests, business sponsorships, memorials and gifts, Center 50+ consignment store, Bingo, and their robust travel program.

Friends Fundraising 2017

- 2,000+ donors contributed one-time and monthly financial gifts
- \$30,000 raised through fundraising events and Center Boutique
- Over 45 businesses contributed more than \$110,000 in financial and in-kind sponsorship of programs, services, and fundraising efforts this year.

2016-17 Fundraising Activities

KEEP ON TRUCKING SUMMER END CELEBRATION



Friday, September 8th 3:00 pm– 9:00 pm



HEART & HANDS

Holiday Art & Craft Fair

Handmade gifts, raffle and more...

This weekend at Center 50+

Age-Friendly Salem

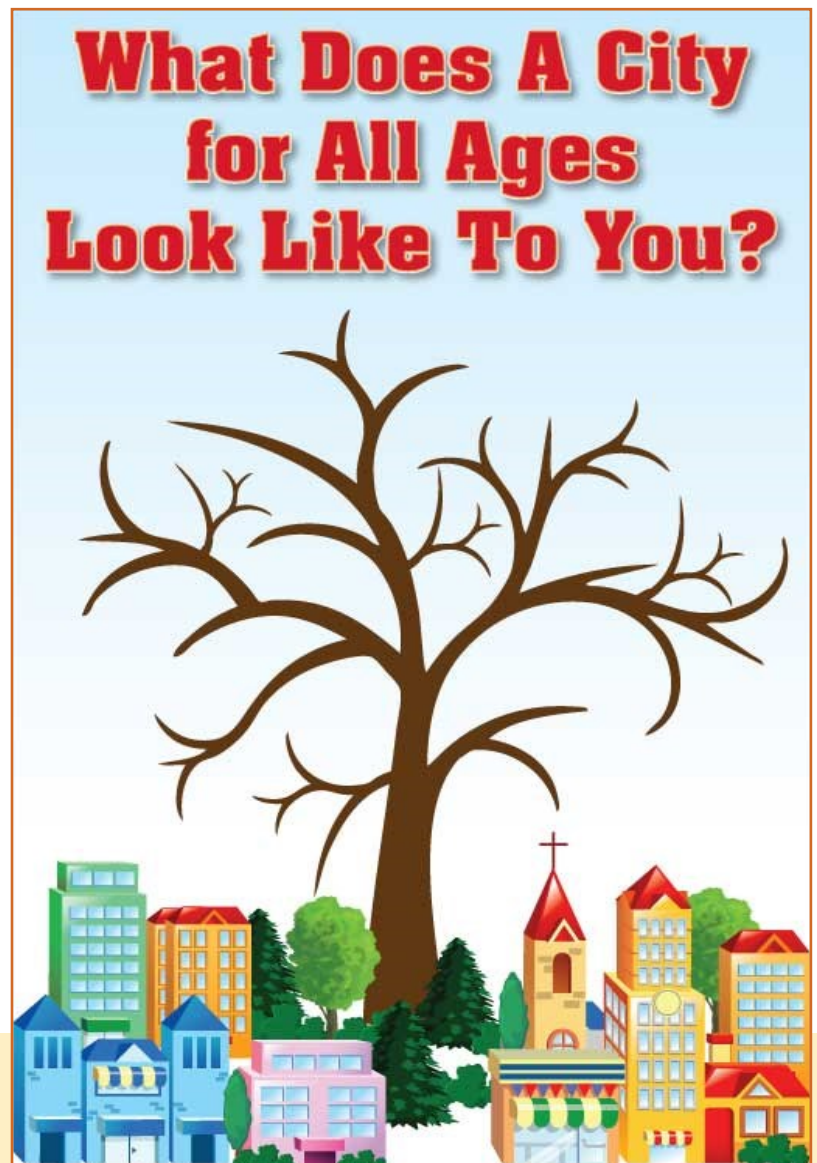
The Salem City Council made a commitment to make our city a great place for people of all ages. Center 50+ Advisory Commission accepted the World Health Organization's challenge to develop an action plan to establish Salem as an Age-Friendly Community. Created in June 2005, the World Health Organization's Age-Friendly Community program helps communities prepare for a rapidly aging population and give increased attention to the environmental, economic, and social factors that influence the health and well-being of older adults. By doing so, these communities will be better equipped to meet resident's needs, regardless of their age.

For a period of one year beginning Fall 2017, an Assessment team made up of Center 50+ Advisory Commission, community partners, agencies, and seniors will meet monthly to review 8-primary livability domains. The results of this assessment will be used in the next phase of the project, which includes identifying areas in need of improvement and creating a plan to address selected areas:

- Outdoor Spaces and Buildings
- Transportation
- Housing
- Social Participation
- Respect and Social Inclusion
- Civic Participation and Employment
- Communication and Information
- Community Support and Health Services

Find additional information and project updates regarding Salem's Age-Friendly Initiative at:

<http://www.cityofsalem.net/Pages/age-friendly-initiative.aspx>.



Analysis, Findings, and Goals 2018

Goal 1: The leadership of the Center needs to be representative of our clients and community. Recruit Center 50+ Advisory Commission members with various ethnic backgrounds.

Method

- Advertise in broad-based community publications.
- Have members of Center 50+ Advisory Commission make personal invitations to community members representing Hispanic and Russian cultures and people of color.

Goal 2: Improve volunteer management.

Method

- Utilize seasonal employment to assist with management.
- Application/interview/placement process.
- Clear definition of available volunteer positions – job description for all positions.
- Monthly schedule – created in 90-day intervals.
- Each FTE create list of tasks appropriate for volunteers in their work area.
- Staff present to train volunteers at all events.
- Monthly recognition for all volunteers and special monthly awards.
- Annual recognition redesigned to meet new senior volunteers needs and wishes.

Goal 3: Increase patron participation.

Method

- Increased participation (volunteers & patrons).
- Publicity – branding and marketing.
- Understanding needs – survey.
- Expansion of offerings – cohesive themes – program guide.
- Volunteer management.
- Improve operational efficiencies.

Goal 4: A more diverse make-up of patronage, including ethnic and growing 50-65 aged patrons. Incrementally increase statistics in this area annually.

Method

- Change in marketing plan
- Recruitment of diverse leadership
- Annual review of program offerings
- Community survey methods

Goal 5: Increase the length of time people attend Center. Increase client loyalty.

Method

- Client surveying method – better understand short-term patrons
- Create feeder classes – series vs. one-time workshops

Goal 6: Incrementally increase revenue.

Method

- Program fees/adjustment
- Expansion of offerings
- Rental usage increased
- Friends role defined

Goal 7: Maximize room usage.

Method

- Special pricing for non-peak hours
- Increase advertising of rental opportunities

