



2019 Annual Report



Our Mission

To provide life enriching opportunities for adults age 50 and over through activities, services, and involvement in the community. These outcomes strengthen Center 50+ and support our role in creating a safe and livable community.

Our Vision

Salem Center 50+ as 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.

Our Strategic Goals

- Stability and vitality
- Collaboration
- Cutting-edge programming
- Senior leadership

Our Objectives

- Support and promote Salem as an Age-Friendly Community.
- 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 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.
- Provide direction and opportunities and appropriate training and educational forums to volunteer positions that match needs, goals, personal interests, and overall retirement goals.



**Welcoming and
Livable Community**



**Safe
Community**



"Center 50+ is where strangers become neighbors, and where health and wellness are no longer burdens, but opportunities."

Rebekah Smith

Center50+ Advisory Commission President

Center50+

CITY OF SALEM SENIOR CENTER

Contact Information

2615 Portland Rd NE

Salem, OR 97301

503-588-6303

Director: Marilyn Daily

Email: mdaily@cityofsalem.net

2019 Advisory Commission

Rebekah Smith, President

Alise Liepnies, Vice President

Allen Jakobitz

Beth Jackson

Billie Larson

John Hughes

Jon Deming

Mel Fuller


Nancy Ross

Sandy Kinney

Steve Patterson

Help us and others by donating:

www.cityofsalem.net/Center50

Accredited by 
**National Institute of
Senior Centers**



Senior Leadership

Our Volunteers

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.

511 “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 flexibility
- Have greater community impact
- Provide a variety of experiences

In response to this feedback, Center 50+ started ACT NOW, 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 non-profit organizations to volunteers, including programs that work with youth, homeless, historical buildings and museums, community gardens, and more. This team of more than 500 is helping to make Salem a better place for everyone.



VOLUNTEER IMPACT!

511

Number of older adults who volunteered services during FY 2019 .

\$1.9 MILLION

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

77,500 HOURS

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 do you volunteer?

- Address community needs.
- Collaborate to create a stronger community.
- Contribute in a meaningful way.
- Form lasting bonds of friendship.
- Share your time, talents, and experience with others.

Gateway Access

Building a Sense of Community



Respite Programs, Caregiver Support and Education

An average of 11 participants per day participated in the Time with Friends and Among Friends respite programs. Volunteers provided excellent support, spending a total of 3,705 hours in respite programs this year.

346

family caregivers received respite.

24

free educational classes.

The Friendship Brigade Project Goals

100

active volunteers.

1,000

visits per week.

15

or more facilities.



Fighting Loneliness Campaign

The Friendship Brigade is a two-year pilot project sponsored by Mountain West Investments in partnership with the Friends of Center 50+.

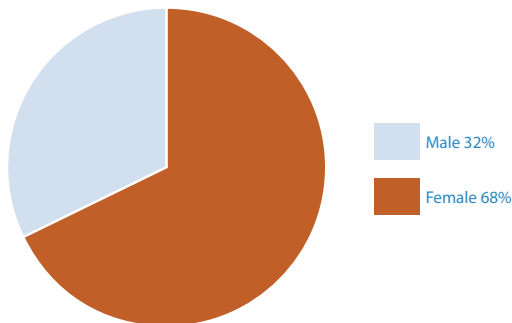
Rooted in the belief that no one should feel forgotten or alone, the project's aim is to recruit, train, and connect caring volunteers with isolated seniors living in community care and nursing facilities throughout the Salem-Keizer area.

Stability & Vitality

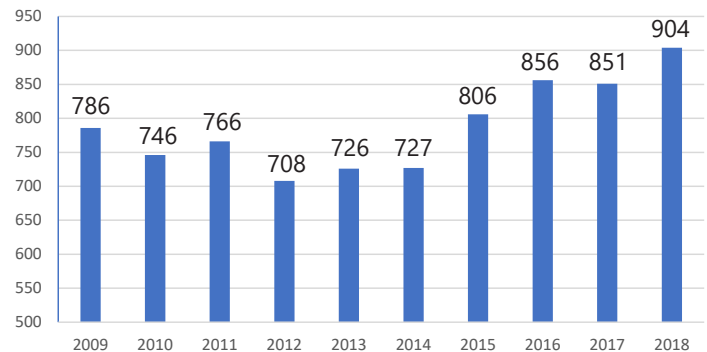
10,000 Individual Participants

Attendance/Participant Profile and Statistics

Gender



Average Daily Attendance



Age

Under 55	4%	} 19% under 65
55 - 59	6%	
60 - 64	9%	
65 - 69	28%	} 69% from 65 to 79
70 - 74	25%	
75 - 79	16%	
80 - 84	7%	} 14% over 80
85 +	7%	

Most common age is 66.

Most Frequent...

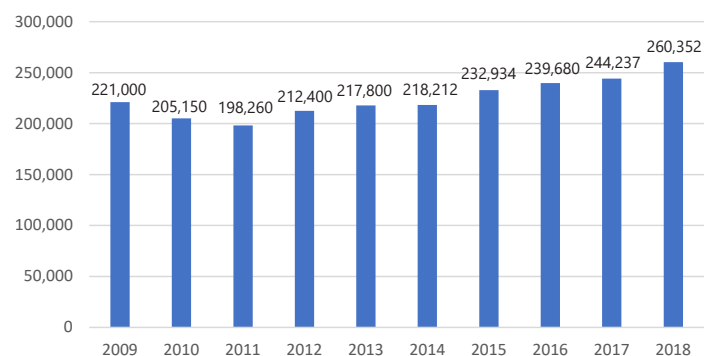
Day: Thursday

Time: 11:00 a.m. - 2:00 p.m.

Activities:

- Lifelong Learning Classes
- Meals
- Bingo

Total Registered Participation



Cutting-Edge Programming

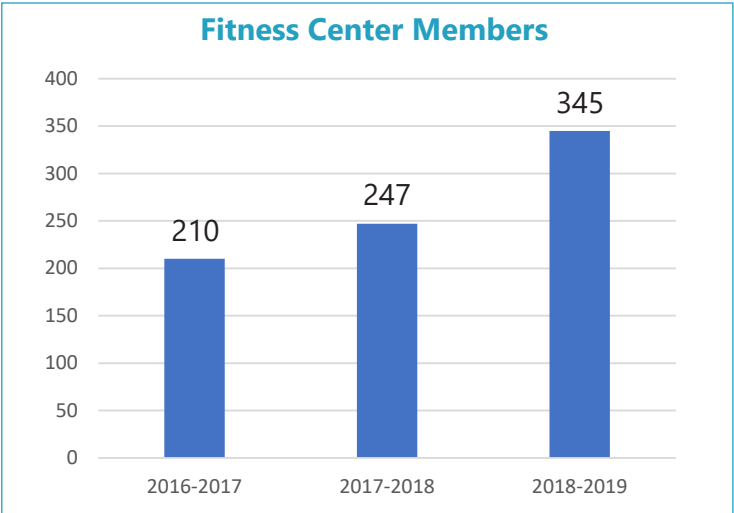
Health and Wellness



345

Fitness Center Members.

Each month, an average of 345 Fitness Center members enjoyed the benefits of the gym. An average of 19 different fitness classes were offered monthly.



“50+ is a very good, relaxed gym experience”

“Fit 50+ is GREAT!”

“Love this place.”

Center 50+ Fitness Survey

Members surveyed reported:

100%

Improved overall health.

18%

Reduction in their medication.

100%

Working out at Center 50+ made them feel better physically.

36%

Working out at Center 50+ assisted them in weight loss.

76%

Improved mobility.

63%

Improved balance.

72%

Working out at Center 50+ helped them to connect socially to others.



Center 50+: City of Salem Senior Center

Cutting-Edge Programming

Lifelong Learning

Special Highlights of the Year

Three Center 50+ Bus Trips

Looking back over the year, participants were able to take lifelong learning to new heights with new and innovative programming. Several opportunities included traveling on the Center 50+ tour bus to:

- **Get Out of Town - July 25, 2018.** Shopping trip to McMinnville. 24 Participants.
- **Fall Covered Bridges - October 25, 2018.** 24 Participants.
- **Bus Trip to Portland Nursery - May 28, 2019.** 24 Participants.

"It was great, and I had a good time with the host and hostess; they made the trip fun"

"With great anticipation we traveled back county roads... beautiful country side... the bridges were shining in the sunlight! Thank you for making this trip possible Center 50+ "

Mission Moment

Utilizing the talents of our volunteers, Center 50+ offered classes that reflected the current trend of culinary learning and entertainment. Piggy-backing off the popular TV show *The Great British Bake Off*, we offered our own version called The Great Center 50+ Baking Classes. Over the span of six classes from February through July the class attendance grew from nine students to over 20.

These baking classes epitomized the highest level of lifelong learning which is to step forward and share your talents; to experience growth; and to enjoy the friendships that naturally develop at Center 50+.

The following are evaluation comments from supportive and grateful participants:

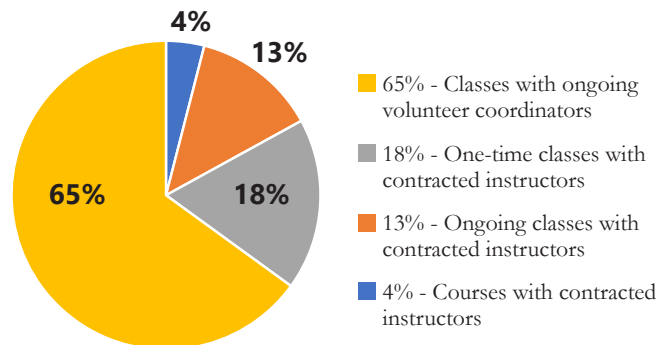
"This class is a wonderful opportunity to meet new friends with similar interests and enjoy their delicious creations."

"Good food, fun and sharing"

"I wish this class was twice a week!"

"Fun and entertaining"

Our Volunteers and Contracted Instructors



Lifelong Learning 2018-2019

269 Subjects

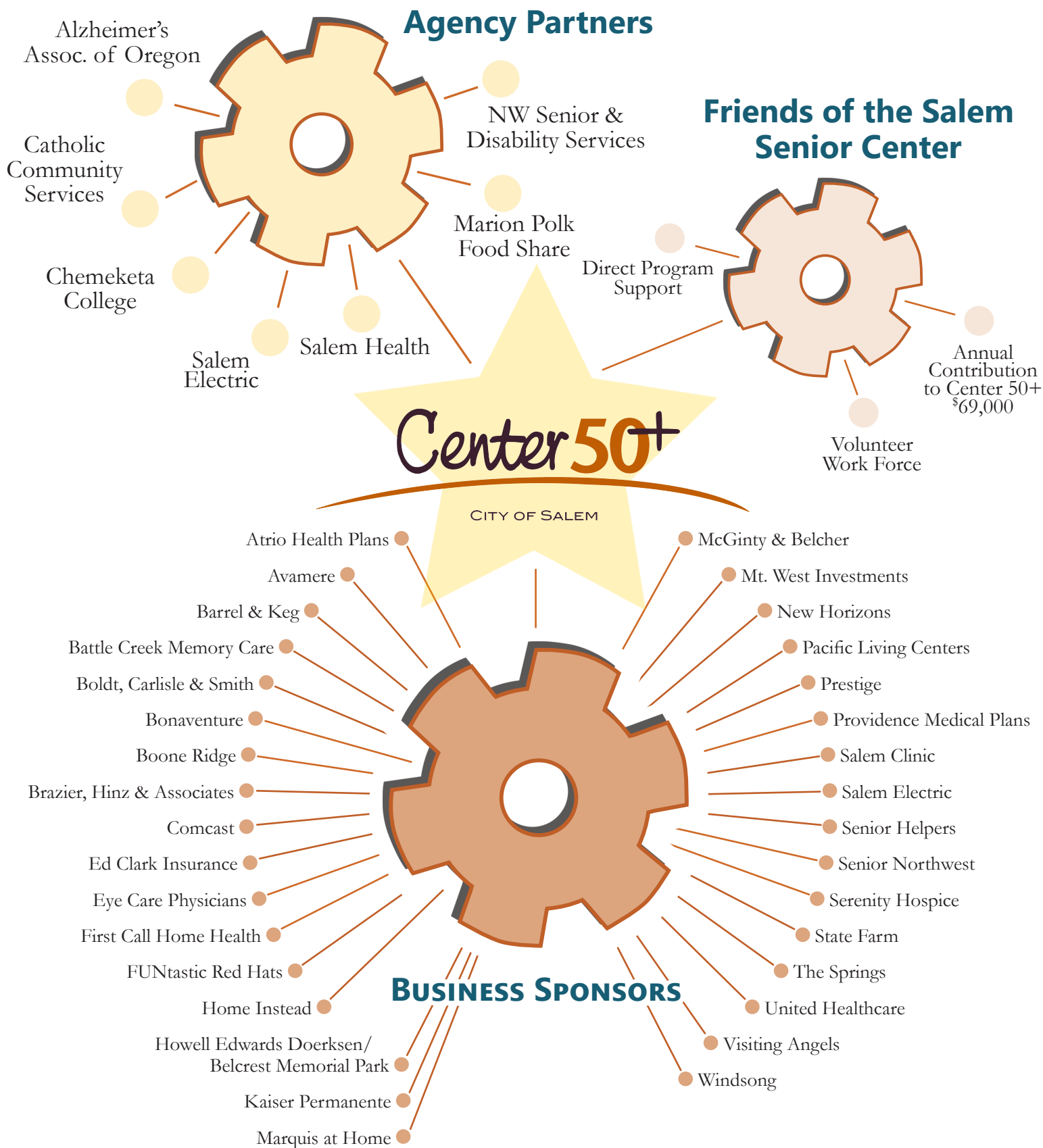
36 Instructors

3,969 Students

\$50,991 in Revenue

Collaboration

Community Partnerships

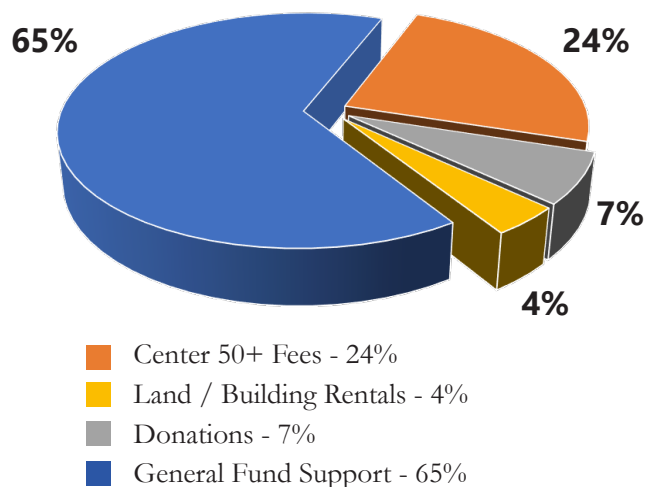


Financial Overview

FY 2018-19 City General Fund Revenues and Expenditures

Revenue by Source

Center 50+ fees	\$268,755
Land / building rentals	\$41,552
Donations / misc.	\$73,354
General Fund support	\$713,687
TOTAL	\$1,097,348



Expenditures by Category

Personal Services	\$799,180
Materials and Services	\$290,668
Transfer to Facility Reserve	\$7,500
TOTAL	\$1,097,348

Friends Fundraising 2019

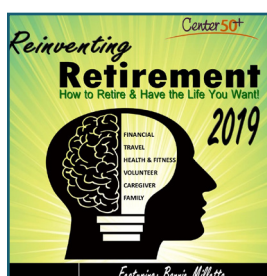
- 2,000+ donors contributed one-time and monthly financial gifts.
- \$30,000 raised through fundraising events and the Center Boutique.
- Over 45 businesses contributed more than \$110,000 in financial and in-kind sponsorship of programs, services, and fundraising efforts.
- \$1 General Fund City support was matched with \$3 in-kind and community support.

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 \$69,000 in FY 2018-19 to the Center's annual budget. In addition, Friends directly supports and operates \$218,000 worth of programs, events, and services, and donates thousands of volunteer hours serving as Center 50+ Ambassadors.

Friends conducts fundraising events, pursues grant funding, develops business sponsorships, encourages memorials and gifts, and manages the Center 50+ consignment store, Bingo, and a robust travel program.

2018-2019 Fundraising Activities



Collaboration

2018-19 Projects

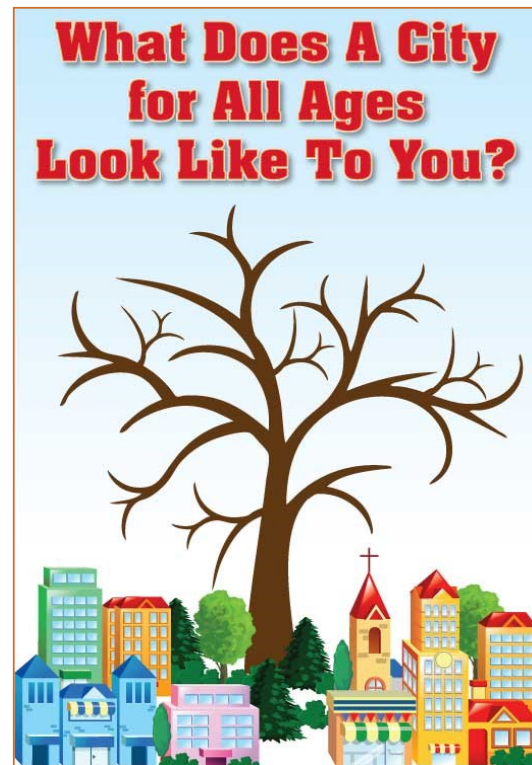
Age-Friendly Salem

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 to meet residents needs, regardless of their age.

For one year, beginning fall 2017, an Assessment team including the Center 50+ Advisory Commission, community partners, agencies, and seniors met monthly to review eight primary livability domains:

- Outdoor Spaces and Buildings
- Transportation
- 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>.



During public forums and surveys, participants were not asked about their income or financial status because age, ability, and socioeconomic status should not be determining factors in whether people are able to live their best lives.

- The top contributor to livability was identified as connections to the community, even above housing and transportation. Affordability and accessibility were also consistently identified as factors that either promote or restrict the ability of seniors to actively engage.
- Social Participation: lifelong learning was a high priority, as well as participating in community events.
- Civic Engagement and Volunteerism: seniors want to be active and engaged.
- Housing: remaining at home and in a neighborhood was a clear priority, as was living near transportation and services.
- Transportation: accessibility, affordability, and the ability to move freely around the community without the use of a personal vehicle.



Analysis, Findings, and Goals 2019



GOAL 1
Develop leadership at the Center that is representative of our community and recruit Center 50+ Advisory Commission members with various ethnic backgrounds.

METHOD

- Advertise in broad-based community publications.
- 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.
- Conduct an application/interview/placement process.
- Clearly define available volunteer positions with a job description for all positions.
- Create a monthly schedule in 90-day intervals.
- Have each FTE create list of tasks appropriate for volunteers in their work area.
- Have staff present to train volunteers at all events.
- Give monthly recognition to all volunteers and special monthly awards.
- Provide annual recognition redesigned to meet new senior volunteers needs and wishes.

GOAL 3
Increase patron participation.

METHOD

- Improve branding, marketing and community awareness.
- Survey community and patrons.
- Expand program offerings.
- Enhance volunteer management.
- Improve operational efficiencies.

GOAL 4
Develop more diversity in patronage, focusing on ethnicity and growing age 50-65 populace. Incrementally increase statistics in this area annually.

METHOD

- Change marketing plan.
- Recruit diverse leadership.
- Review program offerings annually.
- Survey community.

GOAL 5
Increase the length of time people attend Center 50+. Increase client loyalty.

METHOD

- Survey clients to better understand short-term patrons.
- Create feeder classes – series vs. one-time workshops.

GOAL 6
Incrementally increase revenue.

METHOD

- Adjust program fees.
- Expand offerings
- Increase rental usage
- Define Friends role.

GOAL 7
Maximize room usage.

METHOD

- Offer special pricing for non-peak hours.
- Increase advertising of rental opportunities.



2615 Portland Rd NE, Salem, OR 97301
503-588-6303

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