

**What we do does make a difference!**  
**Outcomes of Participating in Senior Center Programming**

**Vital Aging Programs**

- 96% report the Senior Center makes a positive impact in their life
- 93% report that by taking part in the programs, activities and services offered by SCS, Inc. they do not feel depressed, lonely or isolated
- 96% report SCS, Inc. programs, activities and services meet critical need areas
- 88% report learning something new through participation
- 85% report increased opportunities for socialization
- 97% report SCS, Inc. programming gives them something to look forward to

**Senior Dining**

- 82% report the meal program helps them access a nutritious meal they otherwise would not be able to prepare
- 91% report the meal helps them remain independent
- 94% report their health has been maintained or improved

**Senior Support Services**

- 95% report tasks they are not able to accomplish on their own are completed
- 98% report increased knowledge to better respond to independent living challenges

**Diversity**

- 86% report increased socialization and involvement in the community
- 94% report feeling less isolated
- 56% report an increase in physical activity

**Senior Citizens Services, Inc.**

- ✓ Committed to serving older adults with compassion, dignity, and empathy...
- ✓ Committed to listening and responding to the needs of older adults...
- ✓ Committed to improving the lives of older adults...
- ✓ Committed to making a difference!

Senior Citizens Services, Inc. has been administering activities, programs and services that assist older adults to **'age well'** since 1961.

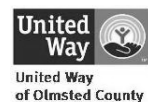
**Rochester Senior Center**  
 (Senior Citizens Services, Inc.)  
**Annual Report 2007**



Rochester Senior Center  
 121 N. Broadway  
 Rochester, MN 55906

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**Helping Seniors in Rochester & Olmsted  
 County remain active, healthy and  
 independent.**

# Greetings...

We are delighted to present our 2007 Annual Report which highlights the achievements of our Senior Center volunteers, Board of Directors, Committees, key leaders and staff. Most of all we are pleased to thank our donors, who make this all possible with their generosity. Their commitment to this facility provides programs and activities to “promote successful aging” for all our participants.

We are also most grateful to the City of Rochester for their ongoing financial support of our Senior Center and the long-term use of this building. With this support, the City recognizes the value of older adults in our community and contributes to their wellbeing.

There are many initiatives being worked on to increase the potential for seniors to lead healthy, active and independent lives. Stay tuned for further developments in our programming for not only existing seniors, but the ‘soon-to-be’ seniors as well. Also be sure to continue checking out our website for updates on our “Growing for the Future” project to expand our facility and programs. We now have a ‘blog’ where you, our supporters and interested community members, can respond to our initiative and our vision. Our website is easy to remember: [www.rochesterseniorcenter.org](http://www.rochesterseniorcenter.org)

We are also excited that our newest venture, **FLAMINGO BINGO**, is doing well and raising money to support the Center. We took over the operations of the former Circus World Bingo in January of 2007, and are happy to report that at the end of our first year we had a profit carryover of \$24,000. In addition to the carryover, there was a \$49,000 donation from bingo to the Center that was put back into the bingo facility for improvements, renaming and theme changes. If you haven’t had a chance to see the bingo hall, be sure to stop in and see it, or better yet, play a few games. Check out the Senior Center newsletter or go online for the times and days: [www.flamingo-bingo.com](http://www.flamingo-bingo.com)

Please know that you are always welcome here at the Rochester Senior Center where we encourage seniors to be a learner, leader, teacher, and participant.



Sally Gallagher, MA - Executive Director



**Front cover photo** Clockwise from top left: Joan Scott, Viola Johanns, Hiram McCoy, Dee Hrdlicka, Tom Adams.

**THANK YOU** to the many volunteers and donors who help make programming at the Senior Center so successful!

## Thank You! It's never too late to donate!

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### Membership Statistics 2007

Joining Fee /person	\$ 32
Number of Memberships	1,585
Income from Memberships	\$ 43,114
Number of Reduced Rate Memberships	85
Number of Complimentary Memberships	40
Number of New Members	181
Number of Members who Passed Away	40
Number of Male Members	531
Number of Female Members	1,054
Newsletter Only	7
Past Due & Pulled	154
Past Due--But Renewed	24

\* These statistics represent persons who have a membership card to the Rochester Senior Center. They are participants of the Center's Recreation Program.

Clients served by the Center's Senior Dining and Senior Support Services Programs are not reflected in these numbers. Some of the persons served by the Senior Dining and Senior Support Services Programs are not registered as members of the Rochester Senior Center.

### Attendance Figures 2007

Recreation Program	38,524
Dining Program	48,887
Senior Support Services**	1,012
Stewartville Program	12,632

\*\*unduplicated individuals

### 2007 Advisory Council

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## 2007 Senior Center Accomplishments

### Senior Dining:

- Served 48,887 meals to older adults in Olmsted County.
- Our kitchen prepared and delivered 26,723 meals to Olmsted County's Head Start Children.
- A total of 75,610 meals were prepared by the Senior Center, an average of 302 per day.

### Senior Support Services:

- Served a total of 1,012 individuals, an increase of 57% over 2006.
- The top 5 need areas addressed through this program were:
  - Health Insurance Counseling
  - Financial Concerns
  - Housing Questions
  - Case Management
  - Legal/Consumer Issues

### Recreation:

- 80 different recreational opportunities were available to older adults in our community throughout the year. These opportunities enhance the lives of older adults and provide ways for older adults to remain active, healthy and well.
- Attendance at these recreational offerings totaled 38,524, an average of 154 per day.
- 181 new members joined the Center to participate in recreational programs.
- 24,891 volunteer hours were reported.

### All Programs:

- An average of 433 individuals were served each day by the programs offered by Senior Citizens Services, Inc., a total of 6,000 older adults served annually.
- Rochester Senior Center Foundation took over operation of Flamingo Bingo, formerly known as Circus World Bingo, as an ongoing fundraiser for the Senior Center.
- The Agency and Foundation Board of Directors adopted the recommendations of the 2006 Research Study to look at expansion of facility and programming to meet the demands of our growing older adult population.
- Catholic Charities RSVP Program operated out of office at the Senior Center for 1 year.
- Center received recognition and plaque for National Register of Historic Places.
- All the chairs in the building have been replaced thanks to donations from many individuals, groups, and organizations.
- New carpet on 1<sup>st</sup> floor and hallways of 2<sup>nd</sup> floor and new boilers installed.
- Growing for the Future Initiative developed and exploration of potential site expansion/relocation began.

### Community Development Block Grant Fund

In 2007 we were awarded \$28,336 for operating expenses and \$45,836 for building improvements from the City of Rochester.

#### Projects Completed:

Installed new carpet on 1<sup>st</sup> floor and hallways on 2<sup>nd</sup> floor; Installed new Heating System (boilers).



Vicki Hiley and her mother, Marilyn Anderson, working on a ceramics project at Halloween. Both are Senior Center members.

# 2007 Senior Center Financial Report

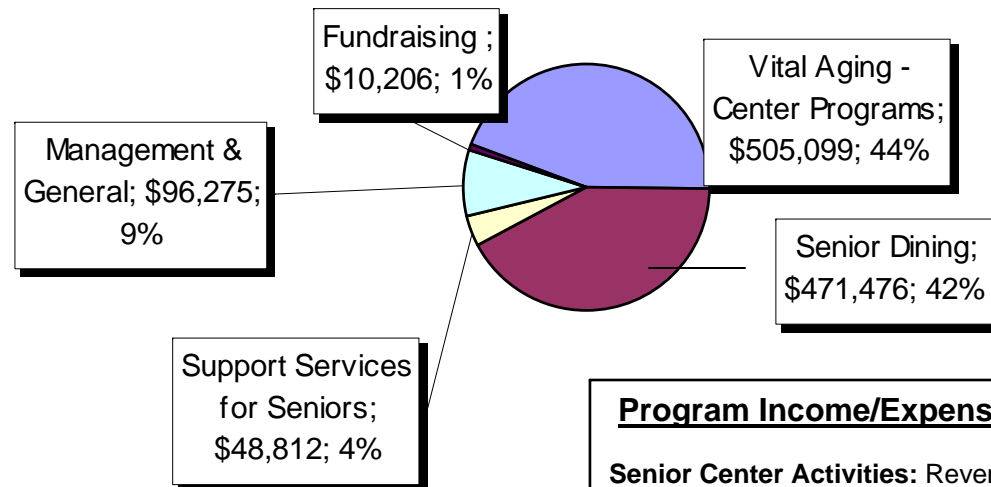
(As taken from IRS Form 990. A link to the full financial report is on our website.)

<u>Revenue:</u>		
Contributions	\$387,827	32%
City of Rochester	\$155,272	13%
SEMAAA	\$37,833	3%
SEMCAC	\$108,582	9%
State of MN	\$68,414	6%
United Way	\$135,455	11%
Programs	\$214,647	17%
Membership Dues	\$42,217	3%
Interest	\$946	0%
Rental Income	\$39,574	3%
Special Events	\$39,788	3%
<b>Total Revenue</b>	<b>\$1,230,555</b>	<b>100%</b>

<u>Expenses:</u>		
Vital Aging - Center Programs	\$505,099	44%
Senior Dining	\$471,476	42%
Support Services for Seniors	\$48,812	4%
Management & General	\$96,275	9%
Fundraising	\$10,206	1%
<b>Total Expenses:</b>	<b>\$1,131,868</b>	<b>100%</b>

## 2007 Senior Center Expenses

(Taken from the 2007 IRS Form 990)



<u>Program Income/Expense Information:</u>	2007
Senior Center Activities: Revenue less Expense	\$69,069
Senior Dining: Revenue less Expense	-\$10,679
Senior Support Services: Revenue less Expense	-\$1,582
<b>Total All Programs</b>	<b>\$56,808</b>

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 Mrs. Donna Wussow

*Please Note: We try very hard to be sure that everyone's name is listed and spelled correctly. We apologize if for some reason your name is missing or misspelled. Please contact us so we can correct if for the future.*

## Senior Center Foundation

The Senior Center Foundation is a separate non-profit entity that exists to manage the assets of the Agency and provide funding for Senior Center programs and activities.

### 2007 Foundation Board of Directors

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### 2007 Foundation Financials

#### Assets:

Investments, at Market	\$1,068,606
Accounts Receivable/Inventories/Other	\$14,483
Prepaid Expenses	\$600
Property/Equipment	\$60,619
<b>Total</b>	<b>\$1,306,337</b>

#### Liabilities:

Payable to SCS, Inc.	\$49,049
Accrued Salaries Payable	\$11,232
Current Maturities of Long-Term Debt	\$5,785
Long Term Debt	\$8,715
<b>Total</b>	<b>\$89,679</b>

**Net Assets** **1,216,658**

#### Revenue:

Contributions	\$25,225
Investment Income	\$69,490
Charitable Gambling Net	\$59,010
<b>Revenue Total</b>	<b>\$153,725</b>

**Expenses Total** **\$40,006**

**Contributions to SCS, Inc.** **\$58,049**

<b>Change in Net Assets</b>	<b>\$55,670</b>
<b>Net Assets - January 1, 2007</b>	<b>\$1,160,988</b>
<b>Net Assets - December 31, 2007</b>	<b>\$1,216,658</b>

**The Rochester Senior Center also provides financial support to our branch operation in Stewartville and a volunteer program in Byron:**

Stewartville \$13,685; Byron \$200

## Thank You Donors – You help us accomplish our mission!



# The Senior Center Impacts our Community!

### **Our Purpose: Helping to ensure older adults in our community “age” well.**

A non-profit 501 (c)3 organization that serves the older adults of our community and the surrounding area.

**Our Mission:** “Committed to provide programs, recreation, and services which encourage active, healthy, independent lifestyles for adults 50 years of age and greater in our community.”

### **Service Area: Rochester/Olmsted County**

Operates at 121 North Broadway  
Supports a satellite site in Stewartville  
Supports programming in Byron

### **Major Program Areas:**

#### **Vital Aging Programs and Services--**

(Socialization, Recreation & Leisure Activities, Preventive Health Services, Educational Opportunities)

**Objective**—to promote health and wellness opportunities for older adults

To enhance seniors’ self-sufficiency by promoting independence and community involvement

#### **Senior Dining-- (Nutrition Services)**

**Objective**—to maintain and improve nutritional status, provide opportunity for social interaction, reduce isolation and loneliness and reduce the need for institutionalization

#### **Senior Support Services-- (Information & Referral Services, Advocacy & Caregiver Assistance)**

**Objective**— to help older adults remain living independently

### **Organization Goals:**

1. To promote health and wellness activities
2. To create new and innovative ways of responding to the needs of older adults
3. To create partnerships to meet the needs of an aging population
4. To foster older adults in all areas in their effort to remain independent

### **Strategic Planning Goals:**

- Determine facility growth & financial plan of action
- Increase accessibility
- Implement efficiencies to improve service
- Set programming focus based on the community’s needs
- Facilitate partnerships and collaborations to ensure Olmsted County is an age-friendly community
- Initiate a community-wide marketing strategy to ensure all older adults are familiar with the opportunities to age well

### **Critical Need Areas: Identified by our Program Participants**

- Low-cost recreation opportunities
- Low-cost health and wellness opportunities
- Opportunities to maintain or improve physical health
- Opportunities to combat isolation and loneliness
- Opportunities to meet new people and share common interests
- Assistance to manage loss of independence issues
- Assistance to manage limited financial resources

#### **Caring Fund Donors**

Mr. Kenneth Fiebelkorn  
Mrs. Marlys McCoy  
Mrs. Donna Wussow

#### **Center Donors**

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