

Cloverdale Senior Multipurpose Center

2018 Annual Report

Introduction

Entering our 16th year on North Main Street, the Cloverdale Senior Multipurpose Center remains the heart of our active, engaged, elder community. In addition, the Center operates *Creative Notions* which provides financial support to the Center, volunteer opportunities and an affordable craft and supply store for our community. Last year alone, *Creative Notions* generated over \$15,000 in revenue for the Center. Our goal at the Cloverdale Senior Multipurpose Center is to continue moving forward in an active, progressive, supportive, warm and welcoming atmosphere. Our membership is over 991 members and we see an average of 26 per day. This year has been one of transition, change, growth and redirection while maintaining the fundamental core values.

Our core values, as determined by the Board of Directors, are:

1. Honesty with integrity and credibility
2. Respect of self, members and each other
3. Accountability for self, members and each other with a focus on production and results within a safe, healthy environment
4. The maintenance of a supportive environment for members and staff, with cooperative effort and responsible empowerment
5. Acceptance of diversity of ideas, personalities, culture, religion, race and gender

Our Mission In Action

The Mission of the Cloverdale Senior Multipurpose Center is to provide Cloverdale residents with activities, support, resources and services that encourage participation in community life, promote well-being and independence and enhance dignity.

We accomplish these goals by ensuring that at least one of the following key elements are also a part of every planned program activity: Creative Expression, Health & Fitness Education, Intellectual Stimulation and Social Interaction.

In the area of Creative Expression:

We have offered watercolor classes, a "nimble-fingers" group, figure drawing, art zone, hosted wine and painting classes and more. The SRJC Older Adult Program offers classes at the Center which have included watercolor pencils and beginner and advanced Spanish language classes. We have also enjoyed ukulele classes, singing, excursions, guitar classes and crafting.

In the area of Health and Fitness Education:

Physical activity and being fitness-minded are extremely important for our health and well-being. In addition to the morning walking group, we continue to offer weekly exercise classes including yoga, strength training and line dancing.

The Center also provides many opportunities for members to be proactive in preventing health concerns and in managing existing health challenges. Presentations have been provided on memory loss and Alzheimer's, the prevention of falls, injury prevention, safe driving and nutrition in addition to blood pressure checks. In the coming year, especially with our new Executive Director Becky Ennis's background, we will continue to offer presentations and activities which support overall physical health, safety and wellness.

You may not know that each year, over 400,000 seniors miss medical appointments due to lack of transportation. Over the last year, we have been lucky to have been the recipient of a grant that enabled us to provide a free transportation program and as that grant has ended, we are now moving forward with a Volunteer Transportation Program so we can continue to provide rides to our members for medical appointments and other related meetings.

In the area of Intellectual Stimulation:

We have offered the following classes: Compassionate Communication, beginning and advanced Spanish language, TED talks, Enneagram, Collage Circle, mediation and more. We also maintain a completely equipped computer lab for our members.

In the area of Social Interaction:

Isolation contributes to poor physical, psychological, emotional and spiritual health. The monthly activity calendar which is inserted into our monthly newsletter, posted on our website and available at the front desk, provides members with an array of diverse activities from which to choose.

Our senior center is a place for us to gather and make new friends. We celebrate monthly birthdays and the Council on Aging, in partnership with our wonderful kitchen staff, serves our nutritious and delicious Bistro lunches. For many of our members, this is their only social interaction each day. We also offer Bingo, bridge, puzzles and other games and book shelf after books shelf of free books. As a very active senior center, we continue to look for ways to take our members on affordable and memorable trips to plays, events and performances that are not in our immediate backyard.

Our Volunteers

What would we do without our volunteers? We are able to offer all the programs and activities because of our large team of volunteers. Our volunteers commit their time, talent and energy greeting everyone who enters with a smile while working at the reception desk, teaching classes, cooking for special events, working and organizing at *Creative Notions*, serving on the Board of Directors, picking up and preparing the daily Starbucks goodies, taking blood pressures, providing rides, assisting with recycling,

helping at the weekly Senior Produce market, stuffing, folding and addressing our monthly newsletters, shopping trips to Costco, painting, doing maintenance work and landscape work. We now have an active garden club who will create a special place in the front of the building which is now an empty space. Every year, we honor our volunteers with an appreciation dinner where we recognize over 2768 volunteer hours in total for the year valued at \$30,454 and we're pretty sure that is underestimated. Many of our volunteers are too humble to tell us the exact amount.

Our Center Leadership Team

In a strategic effort to transition the Board of Director's role from one of supporting the daily management of the Center to a focus on policy and direction, the Board participates in ongoing board development, training and goal setting.

Our current goals, as agreed to by this Board, are:

Increase membership by 25%

Increase local giving by 50%

Increase major donors by 25%

Expand the Board of Directors to a minimum of 8 members

Develop a harmonious, respectful, safe environment for members, volunteers, and staff.

Implement the core values as outlined in the Employee Handbook and as stated above.

Implement performance reviews based on meeting goals:

The staff by the ED

The ED by the Board

The Board by the ED, the staff & the Volunteer Coordinator

Develop relationships with partners, helpers and donors at the county, city, business, service clubs and non-profits to create a "Resource Bank"

Develop and implement a marketing plan to cover all events

Agree that the priority of focus and importance is our Members and Volunteers

Our dedicated all volunteer Board of Directors demonstrates a consistent and deep commitment to the members and to the mission of the center. Working in partnership with the Executive Director and staff they ensure that leadership is both responsive and proactive in all areas from administration to program development, finance to volunteer support and to providing a safe and comfortable facility, partnering with resources and people in Cloverdale and the larger community.

Our Staff

Just a few weeks ago, the Center welcomed Becky Ennis as our new Executive Director, the culmination of a long and thoughtful recruitment process. She will continue our association with the Area Agency on Aging, the Health Action Committee and the newly formed Sonoma County Senior Council (a cohort group of area Senior Center leaders) as well as managing the day-to-day operation of the Center and getting to know the needs of our members and how we can best serve those needs.

We are blessed to have Maria Doglio as our Administrative Assistant, Melanie Hall as our Program Coordinator and Karen Sims as our Transportation Coordinator and Office Assistant. Assisting the staff are our wonderful volunteers managed by a volunteer herself, Mardi Grainger.

We are extremely fortunate to have such a well-rounded, professional, supportive and caring staff and our Board to work with our members, volunteers and the community.

To keep our members and the community informed about all that is available here at the Center, we produce a monthly newsletter made possible by a generous donation of time and talent. We produce and distribute 500 copies each month. In addition, we insert our monthly class schedule into every copy of the Clover Springs monthly newsletter. We also maintain a Facebook page for the Cloverdale Senior Multipurpose Center and one for *Creative Notions*. Our Center website is currently undergoing a professional re-design, adding more features that will be a benefit to our members. We even have come into the 21st century and now have a card reader to accept credit card and debit card payments for membership dues (only \$15 per year!), shopping at *Creative Notions*, tickets to events, and even raffle tickets.

Our local business partners and service clubs have enabled us to provide many free services including health insurance counseling, free snacks from Starbucks, Cal-Fresh eligibility counseling, Medi-Cal and Medi-Care counseling, AARP tax assistance, legal advice, hearing screening and weekly blood pressure checks.

Our Finances

As one of only a few independent Senior Centers in Sonoma County, our fundraising efforts are crucial to the ongoing success of the Center. Unlike most Senior Centers in the county, we do not receive financial support by the City. The City of Cloverdale does provide the building itself at a token rent, however they do not contribute financially to the running of the center, to payroll or in any other way. Currently our sources of income include *Creative Notions* profits, fundraising events, program and event donations, grants and bequests. Annually we face a large budget deficit which is met by withdrawing a prudent amount of funds from our investment accounts.

This year we will continue to ask local businesses and owners to support our Senior Center. We are also asking our members to consider making a bequest to the Center when planning their estate plans. The closely managed budget reflects the priority of the programs and activities that we provide to our

members. We are focused on keeping the Center financially stable while offering exciting and inviting resources to our members.

Working together, our staff, the Board, our community and business partners, our volunteers and donors have successfully met our mission of enhancing dignity, promoting well-being and independence, and encouraging participation for Cloverdale's aging population. We are thankful to our amazing volunteers, our Board members and staff, our Center members, our community partners, and our friends for their continued support. We look forward to continuing to work together to meet our members' needs and celebrate their strengths and to enjoy walking this path together with heart, energy, hope, wisdom and most of all, kindness. Thank you for opportunity to be of service to this tremendous facility.

Respectfully submitted by Dana Johnson, President of the Board, April 2018