Creating Opportunities for Healthy Aging

2017 ANNUAL REPORT

SENIOR CENTER

Creating Opportunities for Healthy Aging
Dear Friends:

By 2030 one out of every four people in the Albemarle-Charlottesville region will be over 65. Many will live another 20 years. Research shows that seniors who maintain active lifestyles and positive social connections have lower medical costs and make fewer demands on public resources. They give back to their communities by volunteering and contribute to the economy as employees and consumers. Investments in healthy aging pay off.

You may have heard us say that before. We’re excited that others in our community are saying it too! Developments in community health priorities, local planning, media coverage, and age-friendly initiatives show great promise. That the Center was asked to contribute to these efforts is testament to our organization’s 57 years of experience in healthy aging and our role as a nationally-recognized, award-winning resource for senior health and independence.

This year’s report includes a few of the ways we’ve engaged in regional efforts to promote successful aging and help our community position itself for success, both now and far into the future. None of this would be possible without the dedication of our supporters, volunteers, partners, participants, and staff. We are grateful to each and every one of you for your gifts of time, talent, and treasure.

Thank you,

From the President & Executive Director

Hiram Ewald
President

Peter M. Thompson
Executive Director
New Programs

A Matter of Balance: Managing Concerns About Fall
This evidence-based program is a successful, sustainable way to address and lessen the costs—physical, mental, and financial—of falls. The emphasis is on practical coping strategies to reduce fear and teach fall prevention strategies, change behaviors, and improve activity levels. Made possible by a generous grant from a local foundation.

Ageless Grace
A mind-body program for all ages and abilities that enhances joint mobility, spinal flexibility, right-left brain coordination, kinesthetic learning, cognitive function, and balance. Based on natural, organic movements, Ageless Grace reduces stress and helps keep the brain and body agile and responsive.

Art Series
Creative art pursuits enhance quality of life and nurture overall well-being by promoting self-expression. Art instruction and art-making can also enhance cognitive function while reducing depression and anxiety.

BeMoved®
Choreographed movement to a variety of music styles activates core strength and balance and improves flexibility and coordination. This dance-fitness experience enriches people’s wellbeing beyond the physical fitness benefits—participants describe it as engaging and inspirational.

Crafts DIY
Both social and engaging, this monthly gathering provides a venue for members to share ideas, tackle new projects, and connect with others who have similar hobbies. Along with social and emotional benefits, crafting can improve hand-eye coordination, cognitive abilities, and concentration.

Hope for Health
In his monthly series, Dr. Wes Howard presents information focused on the root causes of the lifestyle-related chronic diseases so prevalent today. The goal is to empower attendees to take charge of their health and become proactive when dealing with illnesses.

Recorder Lessons
An opportunity for those who have little or no music experience to challenge themselves and feel a sense of accomplishment by learning a musical instrument. According to researchers, most activities use only a few areas of the brain at a time, but learning an instrument after age 50 is the mental equivalent of circuit training.

Generation Us
This lifestyle section in The Daily Progress—a collaboration between the Progress, the Center, and JABA—debuted in October 2016. Original stories with a local slant explore issues that cross generations. By leveraging the resources and expertise of each organization, “Generation Us” informs readers about age-related issues and is part of promoting an age-friendly community.

A Matter of Balance Coach Training
The Center became a licensed Master Trainer site where volunteer leaders—coaches—learn the curriculum and expand it into other areas. Program Director Jennifer Ayers conducted her first training in September 2016 for ten people from Charlottesville, Richmond, and Northern Virginia. With Center support, these coaches will reach more people in more places, helping others live better lives.

NISC Program of Excellence Award
The National Institute of Senior Centers (NISC) honored us for “The BIG Think: Is Charlottesville Ready for the Age Shift,” a collaborative project with JABA. The program was recognized as a creative initiative that raised awareness of aging as a community-wide issue for a new audience of local leaders.

The Grand Gala 2017: Moonlight in Paris
This year’s gala was a celebration of the Center’s mission and our community’s generous recognition of the importance of active aging. Guests enjoyed a huge replica of the Eiffel Tower, French dishes, French-themed raffle packages, a Paris Wheel, chanteuse Paulien, and Big Ray & The Kool Kats. Contributions from sponsors, donors, attendees, advertisers, and volunteers raised over $165,000 to benefit the Center!
The aging of the U.S. population is one of the major public health challenges we face in the 21st Century.”

So wrote the director of the Centers for Disease Control and Prevention in 2007. It was an eye-opener that we highlighted in the Center’s 2011 annual report. We’re calling it out again this year, not as the rallying cry of the past but in recognition that our community as a whole is now ready to embrace the challenges and opportunities of what Encore.org founder Marc Freedman has called “America’s one growing resource.”

For greater Charlottesville to remain vibrant, both economically and socially, we must leverage public and private resources to organize community services to meet health, transportation, and housing needs. To change the way we view aging so that all ages are integrated into the fabric of community life. And to provide more and better opportunities for health promotion for older adults.

People who participate at the Senior Center have a more positive outlook on life, have stronger connections in their community, and feel better physically and mentally. This translates into lower health care costs and greater productivity. The need for the Center has never been greater, and we are committed to sharing our experience to achieve healthy aging impacts across our community.

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Community Health
MAPP2Health Report
The Center participated in the Thomas Jefferson Health District’s most recent Mobilizing for Action through Planning and Partnerships (MAPP) process as a member of the Leadership and local Health Assessment councils to develop a Community Health Improvement Plan. One of the four priorities identified is fostering a healthy and connected community.

The goal is to increase well-being across the lifespan by supporting education, prevention, advocacy, and evidence-based programming. A key component is healthy aging, particularly reducing social isolation and falls. With programs targeted to these issues, the Senior Center can play a major role in improving community health.

Community Development
Rio/29 Small Area Plan
Recognizing that planning for the needs of an aging population benefits all constituents, the County invited executive director Peter Thompson to the Rio/29 Small Area Plan steering committee as a representative of both the Center and the Charlottesville Area Alliance. While neither the Senior Center nor The Center at Belvedere property is in the study area, our future site is along the integral corridor of East Rio Road from 29 to the John Warner Parkway.

Peter has attended meetings and charrettes to ensure inclusion of age-friendly considerations that will provide everyone with the same opportunities to engage in community life. Specific issues include the challenge of crossing 29North or Rio Road for pedestrians who may not be as mobile as the average user; the challenges of terrain for walkability; and the current lack of recreation facilities in the area and how The Center at Belvedere can help meet those needs.

Community Inclusion
Charlottesville Area Alliance
The Center is a founding member of the Charlottesville Area Alliance, which debuted publicly in fall 2016. A collective of regional partners, the organization’s mission is to advance an age-friendly community.

Age-friendly is not just about old people—it’s about all people. Toddlers with short strides, Millennials looking for affordable housing, retirees who want to work part-time or volunteer, people with physical handicaps, anyone who doesn’t drive … everyone deserves to be included and respected.

Age-friendly, or livable, communities feature walkable streets, housing and transportation options, access to key services, and opportunities for residents to participate in civic activities. By organizing to help everyone live safely, keep healthy, and stay involved, the Charlottesville/Albemarle area will attract and retain people of all ages and abilities, ensuring a vibrant, thriving community.

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Community Awareness
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**Amy Berry & Region Ten: Making Connections That Count**

Amy Berry works with adults with intellectual and developmental disabilities. She and her colleagues help participants with self-help, social, and adaptive skills. Amy wrote to us in August 2016 looking for ways to add programming options and help her older clients become more integrated into the larger community. It was the start of a partnership so successful that Amy spoke on behalf of the Center when we were seeking City support for Belvedere.

"The Senior Center is an amazing resource and has truly embraced its message of supporting seniors from a variety of backgrounds and circumstances. Individuals receiving our services have greatly benefited from networking with other seniors, getting out into the community, and being a part of programs and activities that are not disability-specific. We have noted an enthusiasm and happiness in the individuals we support about their time at the Senior Center. They truly look forward to the experiences and are forming meaningful connections to other members of the community that are invaluable in enhancing overall quality of life. These experiences are something that would not be possible were it not for the scholarship funding the Center offers for individuals in need. The Center is the only resource in the Charlottesville area providing physically and financially accessible resources in all aspects of senior wellness."

—Amy Berry
Program Manager, Community Engagement
Meadowcreek Day Services | Region Ten Community Services Board

**Milo & JoAnn Robinson: Volunteering to Make a Difference**

"The PB&J Fund provides free cooking classes infused with nutritional education for local youth. We rely heavily on trained volunteers all year long. We are so grateful for our partnership with the Senior Center. The Center’s Coordinator of Volunteer Resources recruited the husband-and-wife team of Milo and JoAnn Robinson. Not only do they remind us of a sitcom couple—her bubbly enthusiasm and his dry wit—they are two of the most patient people we’ve ever met! They have helped energetic third graders from the Southwood Boys and Girls Club master culinary skills from mincing to sautéing, practice working together as a team, and learn to make healthy nutritional choices for themselves. JoAnn and Milo have also helped with our CHEF Families classes that teach parents how to prepare healthy meals for the entire family. We just love how the multigenerational mix we now have in our teaching kitchen enriches the experience for our students. The Charlottesville community is lucky to have a place for seniors to come together not just for social and educational opportunities, but to make connections with nonprofits who need them!"

—Tracey Roberts, Program Manager & Volunteer Specialist, PB&J Fund
Jimmy Walker: Taking on New Challenges at 90

A pediatrician by trade, Dr. James Walker—Jimmy to his friends—never really thought about aging until he started doing it himself. So in 1999, at age 72, he joined the Senior Center. “I was more athletic—I did tennis and swing dancing. That’s changed over the years. There’s enough variety that I just tried something different when I needed to.” Now Jimmy enjoys practicing Chair Yoga, discussing Current Affairs, and playing Bridge a couple of days each week.

The Center also offers Jimmy a chance to try things he had no interest in when he was younger. For example, he recently joined the Writing for Pleasure group and is writing for the first time in his life. And when the Center sought volunteers to write letters or speak at public hearings for The Center at Belvedere, he was willing to try both. “I had never done anything like that before. I’m glad it helped.”

For those in the audience, Jimmy’s remarks about the Center’s accessibility were especially meaningful. “I haven’t had a car in over 10 years, but I can still ride the bus to the Center.” Thanks to the Center’s travel program, he can also explore other parts of Virginia without owning a vehicle.

What has the Center brought to his life? “Companionship—as a substitute for close family. Education—I’ve taken some great history classes. The vision and hearing programs have been very helpful.” In fact, for Jimmy the best thing is how the Center seemed to adapt to his deafness and blindness. “As I needed more help, it was offered in a seamless way. It’s just easier here.”

“It’s a comfortable place to live,” he reflects. “Well, I still live in my home, but the Senior Center is where I really live my life.”

“I depend on the Center for socialization, for education, for physical activity, and for entertainment.”

—Dr. James Walker, in a letter to City Council

Community Support

Voices for the Vision ...

“As a public health nurse and community health researcher, I am all too aware of the need for structural community-based support for our aging population. It is an investment in people and in the future of our city.”

—Pam Baker DeGuzman

“We have come to realize the essential components of this wonderful organization in our community. Other places we go for classes and company really don’t have the same expressions of welcome and expertise in understanding the unique needs of an aging population.”

—Bill and Elly Tucker

“I give my time and money because I believe that healthy aging requires community, connection, physical and mental stimulation, and challenge; a place to use and grow skills to benefit others, and a place to just to relax and have fun. The Center at Belvedere would continue all of this and, at the same time, greatly reduce emotional, physical, and financial stress for both our families and our community.”

—Rene Bond
The Senior Center receives no funding from local, state, or federal governments. The Center is sustained financially through diverse revenue streams from both philanthropy and earned income.

### Revenue
- Contributions: $718,039*  
- Membership Dues: 206,452  
- Program & Travel: 104,718  
- Fundraising Events: 119,999  
- Grants: 103,761  
- Rentals: 55,950  
- In Kind: 33,975  
- Other: 247,961 **

**Total revenue: $1,590,855**

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### Assets
- Cash & Cash Equivalents: $1,112,363  
- Seaboard Endowment: 344,107  
- Other: 462,200  
- Land & Facility: 3,782,113 ***

**Total assets: $5,700,783**

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### Liabilities & Equity
- Liabilities: $308,323  
- Equity: $5,392,460

**Total liabilities & equity: $5,700,783**

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### Expenses
- Program Services: $894,684  
- Fund Development: 237,777  
- Administration & General: 99,255  

**Total expenses: $1,231,715**

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The Independent Audit conducted by Robinson, Farmer, Cox Associates was unqualified within the extent of applicable law. The independent audit conducted by Robinson, Farmer, Cox Associates was unqualified. Both the audit report and IRS form 990 are available at seniorcenterinc.org or by request to Senior Center, Inc.
Thank you for your commitment to improving our community for all ages.

Thank you for your support. Our Fiscal Year 2017 donors—the individuals, foundations, corporations, and organizations who made philanthropic gifts over the period of April 1, 2016, through March 31, 2017. These contributors supported the Center's Annual fund, programs, scholarships, events, and facility, as well as the campaign for our future home: their donations included gifts of cash, grants, sponsorships, events tickets, and contributed goods and services.

FISCAL YEAR 2017 DONORS

$25,000–$49,999

Anonymous Friends
Sally & Joe Gieck
Ted & Judy Nicholas

Virginia National Bank
Estate of Thomas J. Winkfield
Woodfield Charitable Trust

$10,000–$24,999

Elizabeth A. Alain
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$5,000–$9,999

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Anonymous Friends
Sally & Joe Gieck
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Estate of Thomas J. Winkfield
Woodfield Charitable Trust

$100–$499

Anonymous Friends
Sally & Joe Gieck
Ted & Judy Nicholas

Virginia National Bank
Estate of Thomas J. Winkfield
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$25–$99

Anonymous Friends
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$5–$24

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Donors are listed in this section in groups based upon their contribution levels. These donors are the individuals, foundations, corporations, organizations, and individuals who contributed $5 or more to the Center’s Annual fund, programs, scholarships, events, and facility. The Center is grateful to all its donors—individuals, foundations, corporations, organizations, and individuals who contributed $5 or more to the Center’s Annual fund, programs, scholarships, events, and facility.
If you have made a planned gift to benefit the Senior Center, we hope you will share that with us so that we may thank you. We are happy to provide information about planned giving options.

Contact Kristin Fritz at 434.977.7575 or kfritz@keene.org.
Your support matters—a lot! Your contributions provided 60% of funds needed to run the Center last fiscal year.
YOU are creating

life-changing opportunities for seniors.

Joyce & Ronald Root
Richard Self
Marilyn L. Lees
Bobbi Thompson
Kathy Watkins

- screenshot of a page with text about honoring and remembering donors to the Senior Center of Charlottesville-Albemarle. The text lists various organizations, businesses, and individuals who supported the center, along with amounts donated. It also mentions the Senior Center's 25th Anniversary at Peppe Place.

- The page features a photo of a group of people, likely staff or volunteers, with a date stamp indicating the photo was taken on March 31, 2017.

- The text is printed in a standard newspaper layout with paragraphs, subheadings, and lists.

- The page includes a section titled "GIFTS IN MEMORY OF..." which lists several individuals and groups with their contributions.

- The page ends with a "WE HONOR AND REMEMBER..." section, highlighting the contributions of various individuals and organizations.

- The text is accompanied by multiple images, including a photo of a group of people and several photos of individuals.
The Center at Belvedere will open by early 2020! Barton Malow has been hired as the project’s general contractor. The Senior Center’s Board of Directors voted to phase the construction of The Center at Belvedere.

Goal is set to break ground on Phase One by December 2018 and be open by early 2020, with plans to expand to the full 60,000-square-foot Master Plan as soon as possible.

The Senior Center requested public investment in the construction of The Center at Belvedere to both Albemarle County and The City of Charlottesville. Our community rallied around the project, advocating for and ultimately winning the support of both the city and the county.

As of July 2017

Capital Investment of Public Funds Secured

In April, the City of Charlottesville approved a $1.2 million capital investment starting in its fiscal year 2019 to help build the Center at Belvedere.

In May, the Albemarle County Board of Supervisors approved a $2 million capital investment beginning in its fiscal year 2019 for the construction of the Center at Belvedere.

Partnerships Confirmed

Sentara Martha Jefferson Hospital will serve patients through an onsite primary care clinic at the Center at Belvedere. This clinic will be open to the community and to patients of all ages.

UVA Health System will increase its wellness programming at The Center at Belvedere. This will provide the community with resources needed to navigate personal health concerns and make well-informed choices.

The Center at Belvedere café will be a franchise of locally-owned Greenberry’s.

Design & Construction

Bushman Dreyfus Architects have completed schematic design for the full 60,000-square-foot Master Plan. Phase One will be more than twice the size of the current Center and will have three times the parking!

As of July 2017
BOARD OF DIRECTORS

Hi Ewald*  President
Greg Menke*  Vice President
Dick Brownlee*  Treasurer
Rene Bond*  Secretary
Elizabeth D. Beasley  Joe Krenn
Jean Foss  Jean McCusker
Joe Gieck  Ann Myers
Michael Guthrie  Virginia Tahboub
Rob Jiranek  Bob Tucker
Jennifer King  Doug Wheeler
Mike Kirkman

SENIOR CENTER STAFF

Jennifer Ayers  Program Director
LaMarké Chapman  Custodian/Event Facilitator
Tamaine Curry  Facilities Coordinator
Alexa Dysch  Philanthropy Coordinator
Margaret Fitch*  Program Coordinator
Kirstin Fritz  Philanthropy Director
Judy Gardner*  Member & Guest Relations Coordinator
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