Dear Friends,

Annual reports typically highlight the year just passed. With this final report from our home on Hillsdale, as we prepare for The Center at Belvedere, we can’t help but cast a longer glance back, to our start on a snowy Valentine’s Day in 1960.

We look back in admiration and appreciation, knowing that what came before is what propels us forward. The recognition that people of every age have value. The vision of a community that embraces the power of healthy aging to positively transform lives. The generosity, hard work, and heart that sustain a nonprofit.

Looking across the decades, we see the connections from past to future. Members whose children grow to become members. Children of donors who become donors themselves. Volunteers whose contributions endure.

Along with connections across time, we see connections across community. The Center, with its fellow nonprofits, works to expand available resources. In this report you’ll read about collaborations with JABA, CFA Institute, and Hospice of the Piedmont, just a few of the organizations with which we partner so that we can all do more.

Because when it comes to improving the health and wellbeing of older adults, less isn’t more. Your support of The Center means more capacity to meet area need, more programs with impact, and more seniors maintaining their independence and contributing to their families and community.

Thank you for being more.

Greg Menke  
Board President

Peter M. Thompson  
Executive Director

There were plenty of new things happening with The Center last year—new branding, new collaborations, and a new newsletter among them. New volunteer opportunities, of course, and always new programs. Dedicated volunteers from across the community helped us achieve a fourth national accreditation. And, thanks to huge-hearted, far-sighted donors, we broke ground on The Center at Belvedere. Big stuff.

Know what’s not new? All the most important stuff. The warm sense of community. The fun. The focus on people aged 50 and up. The opportunities to pursue favorite things and experience new ones. Because while The Center has been evolving for six decades, we're still the most comprehensive and accessible source for healthy aging—we’re still your center!

“I joined The Center because it is a great organization. I am younger and want to support others who use and need it.”

“...”

MISSION

To positively impact our community by creating opportunities for healthy aging through social engagement, physical well-being, civic involvement, creativity, and lifelong learning.
New Name, Same Mission
The name “Senior Center” served us well for nearly 60 years and we’re proud that it’s part of our story. But research showed it was a barrier to participation for people unfamiliar with the vibrancy of our community and the breadth of our programs. There was also confusion with municipally-supported senior centers. And so in September 2018, we became The Center—a rebrand that also provides a smooth transition to The Center at Belvedere.

What hasn’t changed is our mission, or our focus on serving adults aged 50 and up. Everything you’ve always loved about “the Center” is still core to “The Center”—the welcoming sense of community and service, the energy and convenience, the many ways to maintain health and independence.

Nationally Accredited—Again!
In spring 2018, dozens of volunteers—Center members, City and County representatives, community partners, and philanthropic supporters among them—began the quinquennial pursuit of national accreditation. The process: months of work to evaluate The Center across nine comprehensive industry standards. The result: a fourth national accreditation, ensuring that our community continues to have one of the best centers in the country!

Only 1% of the country’s approximately 11,000 senior centers are accredited; The Center is one of just seven to be accredited four times. “These are centers that are held up as models for others to follow,” says National Institute of Senior Centers program manager Maureen O’Leary.

VCU gerontologist E. Ayn Welleford—a visionary leader and trailblazer in the field of aging—joined us for a celebration in December to speak about the essential roles that only older adults can fill in our culture and our communities.

Mayor of the City of Charlottesville Michael Signer and Mayor Pro Tem of Albemarle County Karin Butler—at The Center in February 2019—spoke about the importance of aging in place and the vibrancy of our community and the breadth of our programs.

The Colonnades, a Sunrise Senior Living Community sponsored by Foundations of the University of Virginia, has been our loyal accreditation sponsor since 2002. Thank you!

Digging in at Belvedere
Thanks to the hundreds of friends who have made philanthropic gifts, not to mention providing time and counsel, we broke ground on The Center at Belvedere in November 2018. When the doors open in spring 2020, we will be celebrating both our new home and our 60th year of serving the community!

“I see the name change from the Senior Center to The Center as an evolution and not a revolution. It reflects the organization’s value of inclusivity for all the members of our community aged 50 or better. Many embrace their well-deserved (and well earned) senior status, while many aren’t yet ready to view themselves through that lens. Either way, The Center welcomes us all.”

—Jennifer King, Board of Directors

New Programs
Along with these recurring programs, the year included dozens of special presentations and events that were open to the community.

DMV Connect Onsite
Once a month DMV comes to The Center to offer community members aged 50+ services that include driver’s licenses and ID cards, Real ID’s, titles and registrations, address changes, and E-ZPass transponders.

Tap Dance
The return of a much-loved program, with Royal Academy of Dance instructor Diana Freeman. Along with being fantastic fun, tap is great exercise for body and brain.

Financial Wellness Series
A strategic partnership with CFA Institute
This series of classes offers financial education for seniors at all income levels and stages of life to help them secure a more stable future.

Stained Glass Craft Class
A popular offering from instructor Julie Madden in which students create small stained-glass windows or panels using the copper foil method.

Silver Swans Ballet Class
Taught by instructors from Charlottesville Ballet, this class has a devoted following! Incorporating classic ballet principles, it focuses on flexibility, strength, and conditioning—but mostly on fun.

Paint Party
After a step-by-step painting lesson from local artist Tamara Murray, participants leave with new addresses topics of interest from a physical therapy perspective.

Paint Party
After a step-by-step painting lesson from local artist Tamara Murray, participants leave with new skills and their very own masterpieces.

Creating a Bird-Friendly Environment
Scott Karr shares the entertaining world of backyard birding, with information about identifying and attracting native and migratory birds.

Astronomy Talks
Charlottesville Astronomical Society’s Larry Saunders comes quarterly to highlight upcoming events for skywatchers, like supernoons and meteor showers.

Staying Healthy
From osteoporosis to posture, bladder health to balance, and arthritis to core strength, the series addresses topics of interest from a physical therapy perspective.

Enjoying Short Stories
Scott Karr shares the entertaining world of backyard birding, with information about identifying and attracting native and migratory birds.

NIA – Moving to Heal
Nia is a holistic fitness practice that combines dance, martial arts, and mindfulness. Originally designed to offer therapeutic benefits, Moving to Heal Nia is ideal for those new to an exercise program.

Research says that ballet improves the overall wellbeing of older adults and has a tremendously positive influence on several health categories.

FY19 HIGHLIGHTS

Digging in at Belvedere
Thanks to the hundreds of friends who have made philanthropic gifts, not to mention providing time and counsel, we broke ground on The Center at Belvedere in November 2018. When the doors open in spring 2020, we will be celebrating both our new home and our 60th year of serving the community!
Partnering to offer the Chronic Disease Self-Management Program (CDSMP) is one example of the ways in which JABA and The Center, with their complementary missions, work together. With trainers from JABA and space and marketing from The Center, these six-week workshops help seniors who have ongoing conditions such as arthritis, diabetes, and heart disease build the skills and confidence to take control of their health and maintain their independence.

“It’s a GREAT program! Sharing with other people somehow helps you.”

Collaborating to expand access to this evidence-based program makes social and economic sense; chronic diseases are the leading causes of death and disability and drive 75% of health care spending in the U.S. For older adults—80% of whom have at least one chronic condition—participation in the CDSMP is proven to improve quality of life and lower health care costs.

“This is something we all should have been taught in school,” says Kim Grosner, JABA’s coordinator for Self-Management Education. “Imagine if everyone were making better choices to manage their own health.”

EMPOWERING OLDER ADULTS TO ACHIEVE A BETTER QUALITY OF LIFE

The ability to understand financial concepts and make sound decisions about money is important for everyone. At a time when many people can expect to live 20 years beyond traditional retirement age, financial literacy is particularly important for older adults, potentially impacting their overall wellness and quality of life.

Unfortunately, research shows that only about half of Americans grasp the concepts behind managing debt, saving for retirement, or insuring against financial challenges, such as unexpected medical expenses. To help seniors increase their understanding of money matters, CFA Institute and The Center created a suite of programs intended to reach the senior population at all income levels and varied stages of life.

“The Financial Wellness Series is a strategic partnership that will directly empower the seniors in our community,” said Kelli Palmer, director of corporate citizenship for CFA Institute, when the program launched in 2018. “Seniors are vital to a healthy community, and it makes sense to support their financial independence.”

“Lots of info—well-presented! Thank you!”

Because levels of knowledge and need differ—from the savvy investor who lives longer than expected to the low-income senior struggling to make ends meet on a fixed income—workshops range from basic money management to retirement planning to investing. At every stage, participants learn how to make better decisions about their resources, putting them on the path to a more secure future.

IMPROVING THE FISCAL HEALTH OF SENIORS

The Charlottesville region is blessed with many nonprofits, but none of us can do it all. Teaming up to share resources enables organizations to better address issues that influence healthy aging and align with the region’s public health priorities.

OPPORTUNITIES TO CONNECT, HEAL, AND LIVE MORE FULLY

Two program partnerships with Hospice of the Piedmont provide opportunities to discuss a subject we often avoid but can’t escape—death.

The death of a loved one is tough at any age; for older people in particular, grief and its accompanying loneliness can contribute to declines in physical and mental wellbeing. “The Center has an aging membership, many of whom suffer due to the death of loved ones,” says grief counselor Rene Bond. “Often they are alone and lacking in adequate support.”

The Bereavement Support Group focuses on learning to cope with loss and building internal and external support in an understanding environment. “The bereavement group is wonderful,” one participant said. “My husband passed away in September. The Center is a great place to start being out again alone.”

“The Center provides the people, Hospice of the Piedmont facilitates the groups—a natural partnership, with mutual gain for both.”

Death Cafés are not support sessions but rather discussions intended to transform the way we view and experience dying and grief. Talking openly about death helps us come to terms with our own mortality, opening us up to live more fully and enabling us to support others.

Emotional wellbeing is an important component of healthy aging. Whether it’s becoming more comfortable talking about death before its impact or having access to support and social connections afterward, programs at The Center help older adults meet the challenges that come with life—including death.
As a community resource, The Center has a role in helping overcome challenges involving inclusion, diversity, and income inequality. Center staff, members, and volunteers continued working in Fiscal Year 2019 to broaden participation in healthy aging initiatives and ensure a welcoming space for everyone.

To make membership more affordable, we implemented a monthly payment option. We increased promotion of the no-hassle scholarships that generous donors make possible. New programs included ones like a conversation with Charlottesville Pride president Amy Sarah Marshall on the challenges and opportunities that arise when someone you love comes out to you as LGBTQ. We hosted a special showing of the movie Loving that was followed by a discussion led by local civil rights attorney Steven Rosenfield.

Beyond our doors, grassroots outreach continued at events like the Pride Festival, the Festival of Cultures, Westhaven Community Day, and the Chihamba African American Cultural Arts Festival. We began working with the Southwood community on ways for residents to access Center activities. And we offered evening programs at Ebenezer Baptist Church and collected and boxed food donations for its Community Feast Food Drive.

Going forward, plans include a speakers’ series devoted to diversity efforts in our community as well as more satellite programming to meet people where they live or gather. Everyone needs healthy aging opportunities, and we are dedicated to building a culture of inclusion and access.

### FY19 FINANCIAL DATA

**Revenue**

- Contributions: $8,749,046 *
- Membership Dues: 203,185
- Grants: $181,011 *
- Fundraising Events: 137,627
- Program & Travel: 141,970
- In Kind: 64,096
- Rentals: 50,109
- Other: 37,550 **

**Total revenue**: $9,564,594

* Includes $8,253,503 in contributions and $106,750 in grants for temporarily restricted funds for the Campaign for The Center at Belvedere, the Scholarship Fund, the Program Fund, and other capital projects.

** Includes investment returns, realized gains, and other miscellaneous items.

**Expenses**

- Program Services: $1,085,228
- Fund Development: 373,916
- Administration & General: 148,777

**Total expenses**: $1,607,921

**Assets**

- Land & Facility: $6,954,760 ***
- Other: 5,094,205 ****
- Cash & Cash Equivalents: 2,830,525
- Seabrook & Feil Endowments: 471,370

**Total assets**: $15,350,860

*** Includes The Center at Belvedere property.

**** Includes contribution receivables of $5,072,438.

**Liabilities & Equity**

- Equity: $14,464,596
- Liabilities: 886,264

**Total liabilities & equity**: $15,350,860

Senior Center, Inc., doing business as The Center, is a 501 (c)(3) nonprofit charitable organization. EIN 54-0735666. Contributions are tax-deductible within the extent of applicable law. The independent audit conducted by Robinson, Farmer, Cox Associates was an unmodified opinion. Both the audit report and IRS form 990 are available at thecentercville.org or by request to Senior Center, Inc. The Center is nationally accredited, meeting all the fiscal standards of the National Institute of Senior Centers.

MARTY LOWRANCE & LAURIE LOWRANCE

*Nuturing a culture of sharing*

Like recipes passed down through generations, gifts to The Center can often be traced for decades into the past and the future.

“Mom was one heck of a cook,” recalls Laurie Lowrance. Making food “was one of the ways she showed her affection. She loved to have people come to our home and our door was always open. We were a small family, but I always felt like it was tremendous because mom had so many friends who we considered to be family. I think this is part of why she loved the Center—folks with little or no family could feel like they had one.”

During the campaign in 1991 for our current building, Laurie’s mother, Marty, made a gift to help provide equipment for the kitchen. She also made an estate gift upon her passing in 2009. When Laurie was thinking of making her own gift to the campaign for The Center at Belvedere, she saw the catering kitchen in the plans and knew it was the perfect way to honor her mother.

“The Center was important to my mother. She valued the way it provides social engagement for so many people. Mom had the biggest heart of anyone I have ever known. She was always helping others and tried to make the world a better place, just as the Center does.”
Volunteers positively impacting people of every age

Fiscal Year 2019

For older adults, volunteering is the sweet spot of healthy aging. It provides a sense of purpose—a positive social psychological factor that correlates with lower risks of poor physical health. It can enhance social networks, providing a buffer from isolation. And it reduces rates of depression in people 65 and older.

615 volunteers
61,700 hours of service
Valued at $1.6 million
Supporting 65 area nonprofits

Thank you ...
... for volunteering!

Volunteers Make A Difference

“JABA’s Long Term Care Ombudsmen help residents in nursing homes and assisted living by listening to their concerns and helping to find resolutions. We serve as advocates for people who may not be able to speak for themselves or don’t have families or friends nearby to help them. We rely on volunteers to help make sure that the thousands of long-term care residents in our area have access to our services and people who are willing to help them.

The Center has connected us with some of our most outstanding, dedicated volunteers who have made substantial improvements in the lives of senior citizens. We’re grateful for our partnership with The Center and the wonderful resource it offers us and the people we serve.”

Tamar Goodale
Long Term Care Ombudsman Program Manager, JABA
The Center gratefully acknowledges our Fiscal Year 2019 donors—the individuals, foundations, corporations and organizations who made philanthropic gifts over the period of April 1, 2018, through March 31, 2019. These contributors supported The Center's operations, scholarships, events, facility, as well as the campaign for our future home. Donations included gifts of cash, grants, scholarships, event sponsorships, and contributed goods and services.

$25,000+
Anonymous Friends
Almanac Brasserie, Downtown
Diane & Dick Brownie
Millie & Big Cup Cafeteria, Inc.
City of Charlottesville
Barbara J. Ford
The Seman Foundation
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Dr. John L. & Sally Gock Fund in the CACF
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Center for Encouraging Women
The Estate of Leslye A. Allens
Mentor
 שם Bone
Dannick and Nancy Brady
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Arthur Them
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Cherish A. & James, Jr.
Elise & Wm. McWaine Thompson
Joan & James True
Ron Toed
Sally R. & Rick Watson, Jr.

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Janet & L. C. Centeno
Norma Chaddock
Carol & Stephen Chastain
Collins International
Jennifer & Bobby W. Cross
Thomasson Family Foundation
Linda & George D. Eanes
Patsy & Edwards Gay
Joy & William H. Goeder
Mary & Robert U. Gordon

$250–$499
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Kathleen & Robert Bond
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$100–$249
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Mary J. & Kermit Goeder
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Mary Jo & Michael A. Gourley
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Mary & Robert U. Gordon

$25–$99
Anonymous Friends
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Kathleen & Robert Bond
Bonnie & Dick Brown
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Mary Jo & Michael A. Gourley
Marilyn & William F. Gourley
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$10–$24
Anonymous Friends
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Peter G. & Wendy Gourley
Mary Jo & Michael A. Gourley
Marilyn & William F. Gourley
Mary & Robert U. Gordon

$5–$9
Anonymous Friends
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$0–$1
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Peter G. & Wendy Gourley
Mary Jo & Michael A. Gourley
Marilyn & William F. Gourley
Mary & Robert U. Gordon


THANK YOU TO OUR DONORS
anxiety and loneliness, increased sense of value and purpose, and other emotional benefits.

Sometimes being a drama queen is a good thing. According to a report in the *Journal of Personality and Social Psychology,* dramatizing can help lower blood pressure and reduce stress.

*Photo: Stu Scott*
GIVE IN KIND & DONATIONS TO YARD SALE include donations of goods or services that are used at The Center and for events like the annual Gala, as well as contributions of goods to sell at volunteer-run yard sales to raise funds for The Center.

**Anonymous friends** recognize individuals who have included The Center in their estate plans, through their will or another planned giving method. The Center gratefully acknowledges the following donors' commitment to ensuring that The Center can offer opportunities for healthy aging well into the future. (As of July 1, 2019)

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| Rosemary “Sam” Evans & Vicky & Larry Eicher |<|*Deceased*|>
THE CENTER AT BELVEDERE – HERE WE GROW!

The fundraising campaign for our new home for healthy aging, The Center at Belvedere, reached 85% of our $24 million fundraising goal in FY2019! We are proud of our progress and grateful to the many community members—individuals, businesses, foundations, and local governments (the City of Charlottesville and Albemarle County)—who made financial commitments to make the new Center possible.

These generous gifts, combined with the sale of our Hillside Road property and some limited long-term financing, brought our campaign total to $20.7 million in FY2019. While this is great achievement, we need to raise the final $3.3 million in philanthropic gifts to complete our building campaign. And with The Center at Belvedere under construction and scheduled to open in spring of 2020, time is of the essence to secure these funds.

A few highlights from FY2019:

- Finalized construction and limited-term financing with Carter Bank
- In November 2018, community leaders and Center Board, staff, and members participated in the official groundbreaking for The Center at Belvedere
- Construction began on The Center at Belvedere in December 2018
- In collaboration with aligned members of the Albemarle county community, Center staff met with representatives of VDOT and Albemarle officials to discuss how the county and VDOT will manage future traffic patterns on East Rio Road
- Sentara Family Medicine signs a lease on space at The Center at Belvedere to open a new family medicine practice

Love singing? Members of the Still Sharp Singers and the Barbershop Belles and Beaux sure do, and good for them! Ongoing research shows that singing can improve brain health, increase immunity, and boost mood.

Martha E. Sinden
Sherry Simard
John & Jan Stallfort
Edward & Louise Taylor
Peter M. Thompson
Mildred & Richard Westbrook
Dan Toney

Nancy Falls
by: Roberta Heyrill
by: Annette Barlow

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A few highlights from FY2019:

- Finalized construction and limited-long-term financing with Carter Bank
- In November 2018, community leaders and Center Board, staff, and members participated in the official groundbreaking for The Center at Belvedere
- Construction began on The Center at Belvedere in December 2018
- In collaboration with aligned members of the Albemarle county community, Center staff met with representatives of VDOT and Albemarle officials to discuss how the county and VDOT will manage future traffic patterns on East Rio Road
- Sentara Family Medicine signs a lease on space at The Center at Belvedere to open a new family medicine practice
The Center has delivered critical services for our area’s senior population for nearly six decades—life-long learning, wellness, arts and culture programs, opportunities for active living and social recreation. Albemarle County is proud to support The Center to create new opportunities for the next 60 years—and beyond—for our community. —Neal Galloway, Albemarle County Board of Supervisors
Connecting, Challenging, and Contributing: Measuring Outcomes that Matter

Philanthropy provides more than 60% of funds needed to run The Center. Your contributions provide meaningful programs with outcomes that matter—real change in people’s lives.

Those who take part say that as a result of participating...

**in a primarily PHYSICAL program**
- 100% have more energy
- 100% feel more mentally alert
- 100% are happier
- 100% have fun
- 100% have made new friends

**in a primarily INTELLECTUAL program**
- 100% have fun
- 95% have learned something new
- 93% feel a sense of accomplishment
- 90% have made new friends
- 84% feel more mentally alert

**in a primarily SOCIAL program**
- 100% have fun
- 97% have made new friends
- 97% are happier
- 95% met people with whom they can discuss personal experiences
- 95% feel more socially connected

**in a primarily EMOTIONAL program**
- 90% have made new friends
- 90% have a more positive outlook on life
- 87% have met someone with whom they can discuss personal experiences
- 87% are better able to express themselves

**in a primarily VOCATIONAL program**
- 100% feel a sense of accomplishment
- 100% have made new friends
- 100% feel they are contributing to the community
- 100% are happier
- 100% have fun
- 95% learned something new

FY19 Center Staff
- Kittie Abell • Campaign Director
- LaMarke Chapman • Custodian/Event Facilitator
- Jennifer Ayers Crews • Program Director
- Emily Evans • Philanthropy Coordinator
- Margaret Fitch • Program Coordinator
- Kerstin Fritz • Philanthropy Director
- Judy Gardner • Member & Guest Relations Coordinator
- Linda Hahn • Travel Coordinator
- Bridget Harrison • Marketing Assistant
- Kimberly Haynes/Bobbi Hughes • Coordinator of Volunteer Resources
- Scott Hilles • Finance & Operations Director
- Lani Hoza • Program Coordinator
- Zach Mayer • Facilities Coordinator
- Virginia Peale • Marketing & Communications Director
- Deborah Paige • Administrative Assistant
- Peter Thompson • Executive Director

FY19 Board of Directors
- Greg Menke • President
- Jennifer King • Vice President
- Dick Brownlee • Treasurer
- Rene Bond • Secretary
- Gordon Burns
- Jonathan Davis
- Richard DeMong
- Hi Ewald
- Jean Foss
- Joe Gieck
- Sean Greer
- Robyn Jackson
- Rob Jiranek
- Joe Krenn
- Joyce Turner Lewis
- Larry Martin
- Steven Peters
- Steve Shavley
- Christine Thalwitz
- Bill Tucker
- Kurt Woerpel

Discover the Power of Healthy Aging