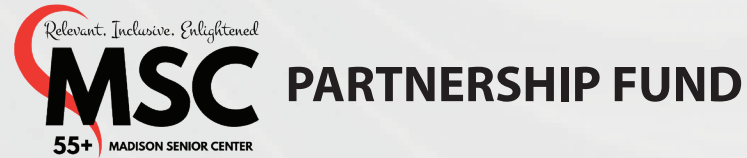


# FINANCIAL

# HIGHLIGHTS

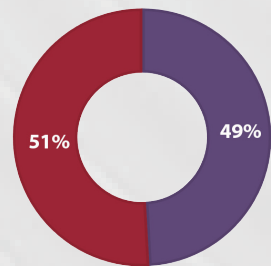
# DONATIONS



The Partnership Fund pays for programs and activities, including a multitude of educational classes, wellness activities, and performances. Associated expenses include instructors, refreshments, volunteer recognition and advertising. This fund is partially comprised of program and activity income.

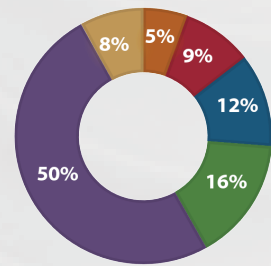
Individual donations and program sponsorships, which are managed by the Madison Senior Center Foundation, are important in helping meet yearly budgets. This holds especially true for the duration of the pandemic. The Madison Senior Center Foundation, a 501 (c) (3) organization, is dedicated to assisting the mission of the Madison Senior Center.

INCOME: \$15,701



■ Programming & Misc. Income  
■ MSC Foundation Income

EXPENSES: \$15,701



■ Instructors/Performance/Supplies  
■ Equipment/Computer Maint.  
■ Insurance  
■ Refreshments/Other  
■ Training/Memberships  
■ Promotion/Advertising



## CITY OF MADISON

The City of Madison Operating Budget provides the vast majority of the total Madison Senior Center budget. The City pays for salaries, utilities, maintenance and other operating expenses.

Salaries & Benefits	\$586,032
Services/Utilities	\$48,943
Supplies	\$6,545
Other Building Operating/Maintenance	\$7,877
Less Rent/Other	(\$488)
Total Expenses	\$648,909

- Raised \$11,000 at the golf outing to support older adult multicultural activities that promote healthy aging in underserved Madison communities. Many thanks to our partners for helping us execute this outing. Scott Frank of Oak Park Place generously coordinated golfers and contributed prizes. Dennis Tiziani of Cherokee Country Club donated the golf course for our use and key volunteer Paul Braun arranged for the chance for participants to win a car! Many other partners contributed through hole sponsorships and prize donations. We had a beautiful day to get some healthy exercise and fresh air. Fun was had by all!



- Completed a Racial Equity analysis.

- Led the Aging Services Education & Outreach Steering Committee, comprised of older adult service providers, to develop and implement an outreach and education strategy to inform the community about the vast array of Madison's older adult services.



- Coordinated with City IT to begin the process of improving the MSC website and move toward an online registration process.

- Prepared a request for proposal to engage a consultant specialized in racial equity to lead an evaluation of senior services in Madison and interpret how to best serve older adults.



- Formed a steering committee made up of volunteers, residents, and community groups as part of the AARP Network of Age-Friendly Communities. A city-wide survey and listening sessions of older adults were completed that gauged input from ALL Madison zip codes and demographics.

- LGBTQ 50+ Alliance, which MSC sponsors, expanded programming for older adults.

- Introduced new virtual classes of Line Dancing and Voices of Color, and new in-person classes of Exploring Poetry, Fit for Life Cardio Dancing, Veterans Day Tribute, Writing Your Holidays and Silver Santa.

- Collaborated with Monona Terrace, Shinrin-yoku Madison and the WI State Park System in offering a widely attended virtual Earth Day lecture, and a subsequent in-person Forest Bathing walk.

- Collaborated with Monona Senior Center, NewBridge, and Goodman Center to offer a successful, free Aging Mastery Program.



Top: Paul Braun assisted with the golf fundraiser. Middle: Felicitus Ferington, Vietnam War Army Nurse, and Army Staff Sergeant Misty Jackson, of the Bad River Ojibwe tribe, who served in Kuwait and Iraq, gave powerful and meaningful talks about their experiences on Veterans Day. Bottom: Participant Joel Walters received a prize from Cindy Johnson, Renaissance Senior Living of Hilldale, during the Silver Santa program.

### Corporate Sponsor

UW All of Us Research

### Champion (\$500+)

Anonymous  
Paul Braun  
Cherokee Country Club  
Forest Foundation  
Scott Frank  
The Golf Affect  
Johnson Bank  
Robert Keller  
Oak Park Place Foundation  
Ryan Funeral Home

### Benefactor (\$250-\$499)

Architectural Design Consultants  
Rita Bloomfield  
Robert Conway  
Tom DeChant  
Tom Gugel Family Fund  
Hallman Lindsay  
Hausmann-Johnson Ins.

Lawrence & Sylvia Kruger  
Monona State Bank  
Steinhauer Charitable Trust  
Kathleen Whitt

### Supporter (\$150-\$249)

Harry & Susan Engstrom

### Friend (\$50-\$149)

Jane Bannerman  
Thomas Benish  
Maurice & Sybil Better  
Bob & Bonnie Block  
Lauren Blough  
Ronald Bull  
Jim & Sally Davis  
Kathy & Chris Davis  
Carla Di Iorio  
Evelyn Fahrback  
Hildy Feen  
Jay Fleisher  
Shirley Haidinger

Kim Knorr  
Fred & Olivia Lee  
Jim & Patricia Moore  
Joan K. Murray  
Cassandra Neff  
Ruth Sandor  
Joe Silverberg  
John Smart  
Jegan Sriskandarajah  
Jim Thompson  
Peter Weiler

### Contributor (up to \$49)

Colette Girard  
Marilyn M. Haynes  
Michael Jackson  
Elsa Johnson  
Patti & Jeff Jorenby  
Roberta Meyer  
Parvin Nowrasteh  
Robert Siegfried  
Joanne Storlie  
David Sulman  
Mona Wasow  
Barb Williams

### Remembrance Donors

#### In Memory Of

*R. Richard Wagner*  
by Michael Verveer

*Al & Frank Weitz*  
by Janet Weitz

#### In Appreciation Of

*Arden Trine & 17 Years of Service – Money Class*  
by Judi Fuerstenberg

*MSC Events*  
by Kathy Heimann

*Free Yoga Classes led by Yafa Instructors*  
by Jane Smith

#### In Honor Of

*Nancy Merz*  
by Kirk Stone

*Kathy Whitt*  
by Sarah Whitt

### Designated to MSC's Madison Community Foundation Fund

Christine Beatty  
James Lamal  
Leon N. Lindberg  
Kathleen Poi

#### In-Kind

A Place To Be  
Boys & Girls Clubs  
Capri Community Living-Vista West  
Cornerstone Caregiving  
Forward Madison  
Furniture & Appliance Mart  
Green Bay Packers  
Faisal Kaud  
Kessler's  
Penny Kies  
Madison Concourse Hotel  
Sally Miley  
Milwaukee Admirals  
Monona Terrace  
Orange Tree Imports

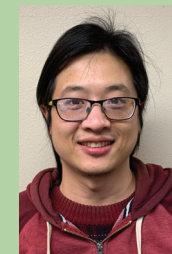
Renaissance Senior Living of Hilldale  
Daryl Sherman  
Shoebox  
Vortex Optics  
Kelli Weichelt  
Zimbrick Mercedes Benz

## WHY IS THE MADISON SENIOR CENTER IMPORTANT TO YOU?



#### Gloria Hampton, Participant

Madison Senior Center is a great place for seniors to relax, eat, network and meet new people. It's also a place to have fellowship and vent about older adult issues of concern.



#### Fan Zheng, Volunteer

I learned about Madison Senior Center from my father, who does not speak much English, and made friends in MSC during his visit a couple years ago. MSC provides great volunteering opportunities, and it has opened my eyes to the resources that are there for seniors.



#### Alice Kissling, Participant

The Madison Senior Center offers me a familiar, comfortable place to enjoy new experiences. The dance classes give me exercise and the Wii bowling and ping pong are relaxing activities I enjoy with my husband.

# 2021 NUMBERS

## PROGRAMS & ACTIVITIES



590

## PROGRAM & ACTIVITY VISITS



3,419

## DONATIONS RECEIVED



96

## VOLUNTEERS



169

## VOLUNTEER HOURS OF SERVICE



3,486

Thank you for supporting the Madison Senior Center!



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MADISON WI

### 2021 BOARD MEMBERS

#### Committee on Aging

Alnisa Allgood  
Blinda Beason  
Donna Bryant  
Ya Chen  
Charlestine Daniel  
Fay Ferington  
Patrick Heck  
Faisal Kaud  
Eileen Marshart  
Jeanne Morton  
Kathy Poi  
Michael Verveer  
Kathy Whitt

#### MSC Foundation

Jeffrey Budzisz  
Harry Engstrom  
Tom DeChant  
Faisal Kaud  
Sally Miley  
Kathy Whitt



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[madisonseniorcenter.org](#)

Background Photo: Mark Tussler leads the Cardio Dancing class at MSC.

# MADISON SENIOR CENTER

# WELCOME

## ANNUAL REPORT 2021



The Madison Senior Center provides opportunities for older adults to engage in healthy living education and activities in a relevant and inclusive community.

*"...we remained relevant to Madison older adults by offering a variety of virtual programs."*



**Sally Jo Spaeni**

It's wonderful to have the Madison Senior Center open again after a long shut-down due to the Covid-19 pandemic. We cautiously opened our doors in July of 2021 and by September were back to normal business hours.

Although we were closed the first six months of 2021 we remained relevant to Madison older adults by offering a variety of virtual programs. It was a great way to stay in touch and encourage healthy aging practices.

One new virtual program we started is called *Voices of Color*. The goal of the program is to showcase the positive work being done in our community by people of color, and to learn about their life experiences as we broaden our perspectives on race and ethnicity in Madison. Please join us as we continue this program in 2022.

A new partnership with Capri Community Living-Vista West allowed us to positively impact the lives of more than 30 Madison Senior Center participants, and a number of other area older adults, during the holiday season. We created the Silver Santa program and spread joy



with holiday music, a sing-a-long, snacks, holiday bingo, trivia and a snowman craft. Through the generous donation of Capri Communities-Vista West, everybody received a holiday gift and people were so very thankful for the gathering and gifts. Renaissance Senior Living also contributed by providing a DJ, a door prize, and the snacks.



All in all, 2021 was a great year for MSC older adults!

**Sally Jo Spaeni**  
Senior Center & Senior Services Manager

Cover: Karen Ludwig shined bright on a winter day visiting MSC's art exhibit. Left Top: Melvin Hinton, host of the monthly *Voices of Color* program. Left Bottom: Many presents were handed out by Santa during Silver Santa.