



Giving Matters

DONOR NEWSLETTER OF THE MADISON SENIOR CENTER FOUNDATION, INC.

SPRING, 2016

Your Donation is Now More Powerful!

In 2016, the Madison Senior Center Foundation will provide cash grants to senior events and programs that benefit Madison area residents. Financial support is given to 501(c)(3) organizations that meet budget limits, promote diversity and inclusion and provide enhanced or “value-added” programs at the Senior Center.

The Madison Senior Center Foundation recently approved these two proposals:

COME TOGETHER PARTY

An evening of entertainment, food and learning about other cultures brings Latino and African-American older adults together here. The event raises cultural awareness and tolerance by identifying barriers to senior adult inclusion in services and programs. Funding supports the meal, entertainment and transportation. Partner is North/Eastside Senior Coalition, Inc.



Entertainment at the 2014 Come Together Event

Your Foundation **donation** has more power to **positively** impact older adults in the **Madison** area.

LGBT SENIOR ALLIANCE SOCIALS

These dinner and social events enrich the lives of LGBT seniors by achieving the goals of reducing isolation, developing friendships and increasing access to senior services and programs. Funding provides additional speakers, entertainment and promotion of the events. Partner is OutReach, Inc.

For more information on Madison Senior Center Foundation grants, contact Director Christine Beatty at cbeatty@cityofmadison.com.

WHY DO YOU DONATE?

“I donate because I want to be a part of the wonderful programs and senior opportunities that are offered here.”

-Audrey, Participant Donor

“I feel my support not only provides interesting programs for older adults, but also enhances social engagement and helps participants with financial education.”

-Arlene, Participant Donor

Use the enclosed self-addressed envelope to send your donation to the Madison Senior Center Foundation.

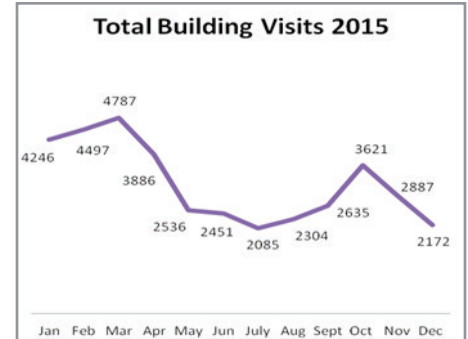
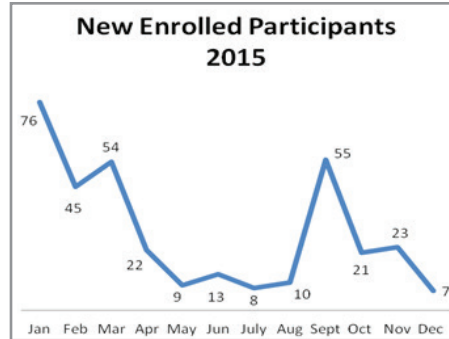
Changes

New Foundation Board of Directors members are Jeff Budzisz, Tom Buresh, Edna Canfield, Harry Engstrom, Kathy Whitt, Michael Jackson, Sally Miley and Paul Reilly. Elections confirmed Miley as President, Engstrom as Vice-President, Canfield as Secretary and Reilly as Treasurer. Christine Beatty was confirmed as the Foundation’s designated agent.

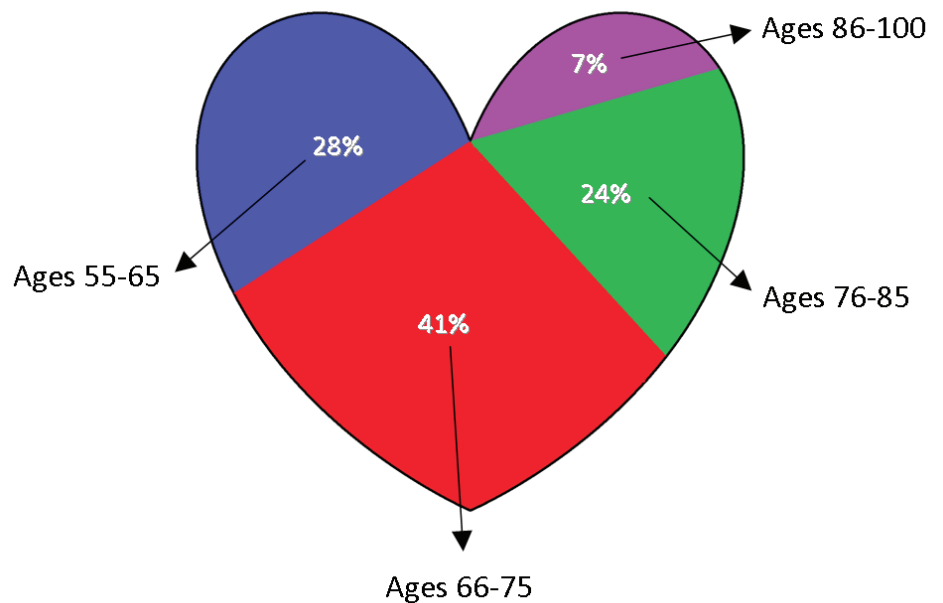
Five Foundation Board members are retiring: Marguita Fox, Reta Haring, Brian Holtz, Jim Lamal and Margaret Rentmeesters. Lamal has served since 2009, and the others have served for a decade, during the critical formative years of the 501(c)(3) entity. The Foundation pays for programs, activities, and events at the Senior Center.

2015 Data

The Senior Center began using a new computer check-in system in 2015 that gathered additional data on programs and participants. These charts offer insight into building usage and enrolled participants.



Participant Demographics 2015



Supporting the Senior Center makes a significant difference in the lives of Madison’s older adults by “promoting successful aging” through programs, special events, education and much more.

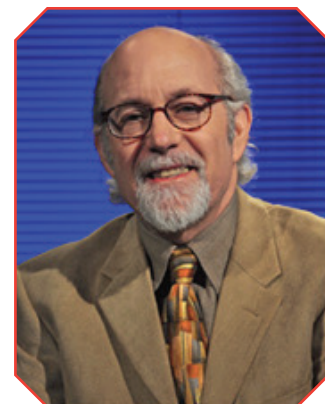
Summer Giving Matching Gift Update

During the summer of 2015, all donations were matched by an anonymous donor. We’d like to thank everyone that sent in a gift during that time and to the anonymous donor. We were able to secure \$3,539, which expanded to a total donation of \$7,058 due to the match. Thank you for your assistance to strengthen our efforts last year, allowing us to bring senior adults the highest quality programs and activities.



Annual Recognition Breakfast

Join Senior Center leaders, volunteers and staff for a continental breakfast on Thursday, April 14, from 9 to 10:30 am. Guest speaker is Stuart Levitan, author of *The Illustrated Sesquicentennial History*. He is an award-winning print and broadcast journalist, having written extensively for local and national programs on radio and television. He is a former county supervisor, and the only person in Madison history to chair all three of the City's primary land use and housing committees. Mr. Levitan will be presenting on "Madison in the 1920s."



Stuart Levitan

Director Christine Beatty premieres the 2015 Senior Center Annual Report, briefly highlighting 2015 accomplishments. In addition, the Senior Center proudly honors five Foundation Board members, some of whom are retiring after a decade of volunteer service.

Please join us at 9 am, enjoy a continental breakfast and the presentation. You'll be on your way by 10:30 am. Please call 266-6581 to RSVP.

Your contributions allow us to provide this exceptional event celebrating the people who make the Senior Center great.

*Thank you
for your
support!*

Not Just Cash: Alternative Giving Options

A basic principal of good financial stewardship is charitable giving, but you don't need your checkbook to be generous to the Senior Center. You can be savvy in your financial giving by using these alternatives that benefit you and a charity.

MUTUAL FUNDS AND STOCKS

Consider the gift of stock shares or mutual funds. When you give investments, you can deduct the full value of the asset on your taxes and the charity gets the full benefit as well. Since the recipient is a charity, it does not have to pay taxes on the gains if it decides to sell.

IRA ROLLOVER

In December 2015, new federal legislation made the tax-savings charitable IRA rollover permanent. For donors aged 70-1/2 or older, transfers up to a total of \$100,000 from traditional and Roth IRAs can be made directly to one or more qualified public charities, including the Madison Senior Center Foundation. The transfers will be made free from federal income tax, and the gifts count toward the IRA's required minimum distribution (RMD) for the year in which the gift was given.

To donate an IRA rollover, mutual funds, or stock securities to the Madison Senior Center Foundation, Inc., please contact Director Christine Beatty at cbeatty@cityofmadison.com for delivery instructions. We make every effort to obtain and provide you with the correct information that pertains to your gift and to acknowledge your contribution appropriately.

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RETURN SERVICE REQUESTED

Upcoming Events



- ♥ **Tuesday, March 22:**
Racial Equity Presentation, 10 am
Come Together Party, 5-8 pm
- ♥ **Tuesday, March 29:**
Helen Keller Historical Impression, 1 pm
- ♥ **Wednesday, April 6:**
MidTown Jazz, 12 pm
- ♥ **Thursday, April 14:**
Annual Recognition Breakfast/Presentation,
9-10:30 am (RSVP Required)
- ♥ **Thursday, April 28:**
Speaker Retired Colonel Swokowski, 5:30 pm
- ♥ **Wednesday, May 4:**
Essay Contest/Ice Cream Social; 3:15-4:30 pm
- ♥ **Friday, May 6:**
Gallery Night for *An Artful Affair*, 4-7:30 pm



An Artful Affair

