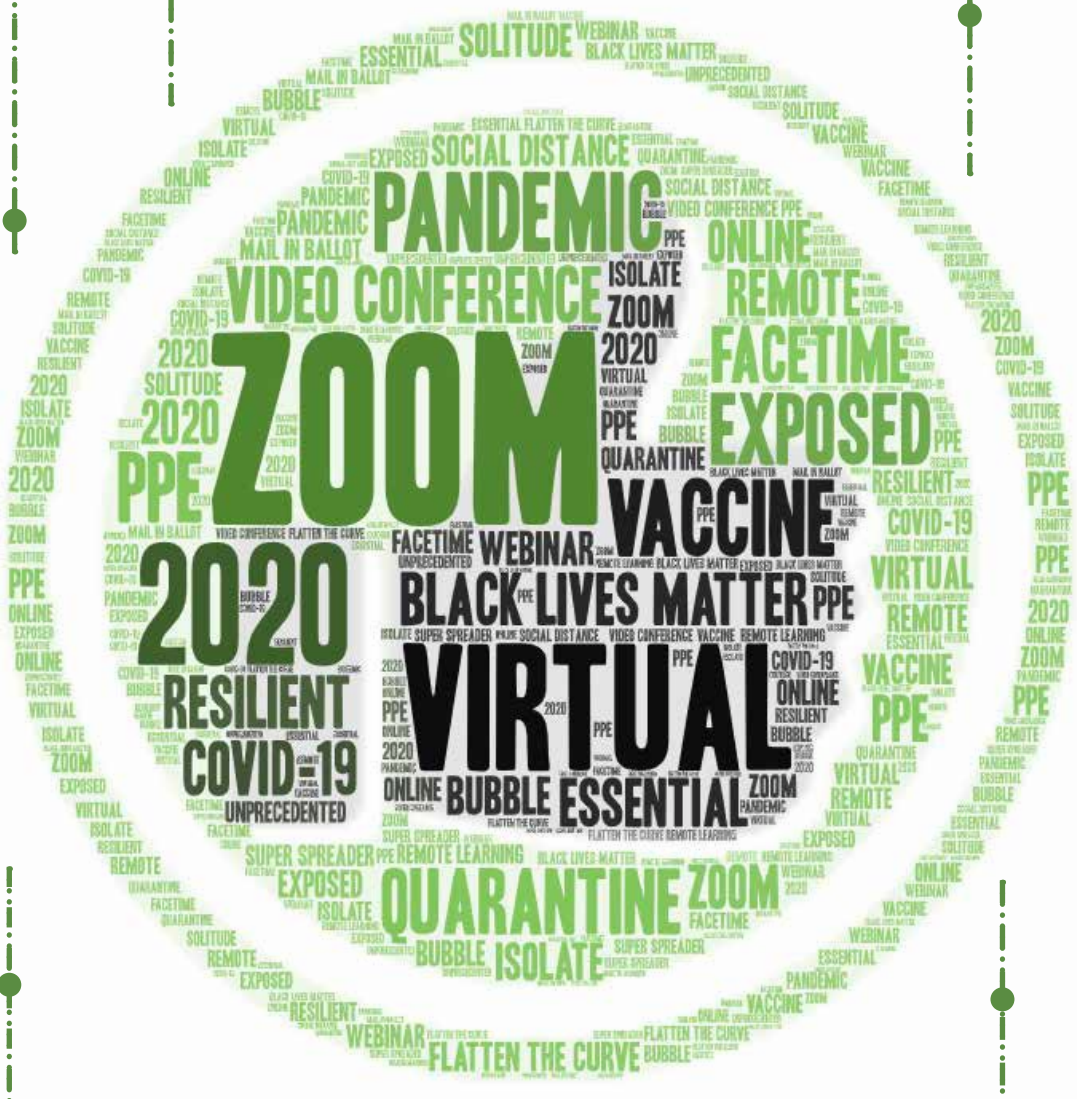


MADISON SENIOR CENTER

2020



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

WELCOME

2020 was certainly a new experience in providing healthy aging resources! When I look back on the year I am struck by how the worldwide pandemic, Covid-19, compelled everyone to learn and grow. It was a year of challenges that required us to learn new life skills and form new habits.

We came to understand the importance of following health guidelines to not only protect ourselves, but those around us. We learned about social distancing, personal protective equipment, and contact tracing. We learned to never leave the house without a face covering and hand sanitizer. Learning these new behaviors highlighted how traits like flexibility and creativity serve us well. By breaking our old routines, we were challenged to stretch out of our comfort zone and try new things. We created new approaches to the way we work, play and learn - we utilized our resilience!

Building resilience was important to me, and many of us, during 2020. One way I found to build resilience is by practicing gratitude. It's a word we've probably heard a lot lately but may not have taken time to think about. Gratitude involves an active process of recognizing positive outcomes in your life. The pandemic's social isolation created negative impacts for many, so finding positives can actually be a learning process for us. Professionals often recommend journaling or creating a list of what we're grateful for in order to cultivate the resilience that recognizing these gifts brings. Other benefits of gratitude include increased life satisfaction, better sleep, and improved mental and physical health. A more important step to instilling happiness and building our resiliency is to actively thank people who help us attain what we are grateful for. This creates a greater sense of happiness for all people involved.

This is the perfect time to continue my practice of gratitude and offer my thanks to staff within the Madison Senior Center, Community Development Division and City of Madison for their successful efforts this past year in helping out older adults and people in need throughout our community! There was a huge amount of work done to help improve peoples' lives! I'd also like to thank each and every one of you reading this for your support of the Madison Senior Center. Whether you have patiently worked with us during our transition into the world of virtual programming, given us a donation, volunteered your time, or just have given us kind words, it is your love and support that keeps us going. Thank you!

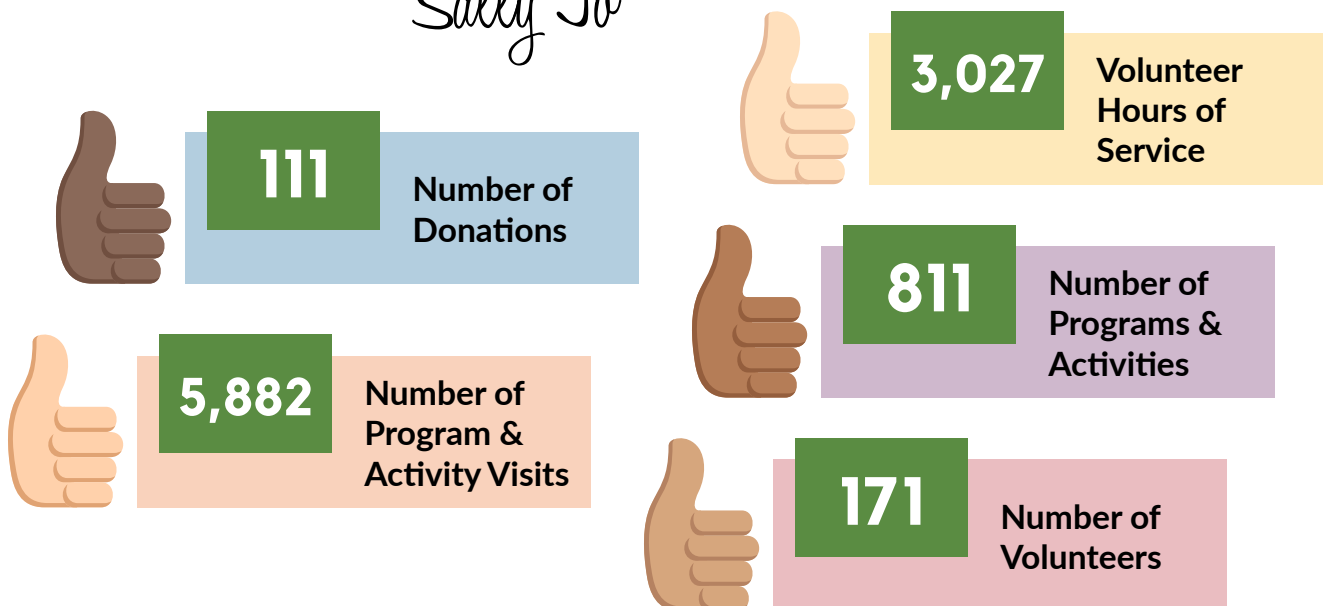
Let's continue to think positive thoughts and practice gratitude while the pandemic winds down and things slowly get back to normal. All of us at the Madison Senior Center look forward to reopening once conditions are safe, and will be thrilled to see you when we do!

Sally Jo



Sally Jo Spaeni, Senior Center and Senior Services Manager

"... traits like flexibility and creativity serve us well."



2020 HIGHLIGHTS

- ◆ Achieved status of National Accreditation by meeting established senior center standards of excellence developed by National Council on Aging's National Institute of Senior Centers
- ◆ Created a "Tablets 2 Go" program to help older adults stay connected to Madison Senior Center healthy aging resources
- ◆ Initiated a Volunteer Pen Pal Program and grew it to over 80 participants writing once per week to ease social isolation
- ◆ Successfully transitioned programming to a virtual format
- ◆ Increased total donations by 28% by forming new relationships with businesses and marketing new giving appeals, including being the recipients of a golf tournament sponsored by Oak Park Place
- ◆ Developed new partnership with Access Ability WI
- ◆ Participated in a mural project with Shabazz
- ◆ Participated in planning for and kickoff of Age Friendly Community designation
- ◆ Assisted other Community Development Division staff in determining homeless shelter plans
- ◆ Assisted other older adult agencies in determining plan for older adult food security
- ◆ Contacted regular MSC participants to determine if they needed help during isolation
- ◆ Filled 150 Busy Bags with essentials and distributed to Capitol Centre residents
- ◆ Worked with City of Madison Organizational Development on plan to determine barriers for BIPOC community members attending MSC; and creating a Charter for a Racial Equity & Social Justice Initiative analysis of MSC's 5 year strategic plan
- ◆ Mailed out over 100 holiday cards to MSC participants, courtesy of community members!
- ◆ Started new virtual Weekly Window newsletter



CLOCKWISE FROM TOP LEFT: Team members enjoy the golf fundraising event in August; MSC's accreditation plaque; volunteer Ev Fahrbach helps a preschool student during MSC's February intergenerational program; Tina Hallis inspires attendees during one of MSC's virtual programs.

THANK YOU • THANK YOU • YOUR GIFTS MAKE PROGRAM

Corporate Sponsor
Capitol Bank
First Business Bank
The Golf Affect
Oak Park Place
United Healthcare

**Champion
(\$500+)**

Anonymous
Paul Braun
Forest Foundation
Sharon & Scott Frank
Christine & John Gauder
Robert Keller
PLATO
Kathleen Poi

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

Mary Boyd
Robert Conway
Tom DeChant
Harry & Susan Engstrom
Lawrence & Sylvia Kruger
Dr. Charles Miley & Sally Miley
Steinhauer Charitable Trust
Ken Urso

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

Ronald Bull
Wayne & Kate Dlouhy
Kathy Heimann
Kathy Whitt

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

Jean Blackmore
Lauren Blough
Mary Caulfield
Evonna Cheetham
Kathy Colwill
Brian Duffy
Mary Erdman
Evelyn Fahrback
Hildy Feen
Bob Frambs
Lisa Fuelleman
Shirley Haidinger
Inge Harris
Susan Hoffman
Terry Huxtable
Gail Jobelius
Robert Judy

Norman Leer
Leon Lindberg
Hua Liu
Jim Moore
Cassandra Neff
Ruth Sandor
Lawrence Schrader
Gary Schultz
John Smart
John Sorenson
Michael Verveer
Vicki B. Vitense
John Walton
Mona Wasow
Carol Weidel
Peter Weiler
Barb Williams
David Gang Xu

**Contributor
(up to \$49)**

Betty Burkard
Edna Canfield
Jim Davis
Marilyn Haynes



94%

agree that the Madison Senior Center is an important resource to people age 55+ and the community! (2020 survey)

MS AND ACTIVITIES POSSIBLE • THANK YOU • THANK YOU

Robert Jacobson
Jeanette Kistner
Noel Klapper
Kim Knorr
Betty Schuchardt
Judy Siegfried
Harvey Sokolow
Mary Spike

In-Kind

AC Hotel by Marriott
Concourse Hotel
Fay Ferington
Grand Appliance and TV
Green Bay Packers
Jungs Seed
Jim Lamal
Madison Mallards
Joni Mast
Eileen Mershart
Sally Miley
Shoebox
Sally Jo Spaeni
TMG
Barbara Vater
Vortex Optics
Joel Weichelt

Designated to MSC's Madison
Community Foundation Fund

Christine Beatty

Remembrance Donors

In Memory Of

Helen Aarli
by Betsy Draine

Claude Peter Banks
by Merl Banks

Arlene (Corky) Baumann
by Carl Baumann

David Jobelius
by Gail Jobelius

Ruth Meier
by Stefanie Moritz

Merle & Dorothy Shinstine
by Kathy & Chris Davis

Al & Frank Weitz
by Janet Weitz

For All People Suffering
by Lorrie Formella

In Honor Of

Arden Trine
Money Educator
by Judi Fuerstenberg

Kathy Whitt
by Sarah Whitt

In Appreciation Of

Jim Lamal
by Elsa Johnson

Madison Senior Center
by Jane Smith

Rachel Sandretto
by Sally Stein



"Giving is not just about making a donation. It is about making a difference."

- Kathy Calvin

Do you know MSC has a
suggestion box outside the 2nd
floor admin office?

We'd love to hear your ideas!



FINANCIAL AND COMMUNITY SUPPORT



City of Madison

The City of Madison Operating Budget provides 94% of the total Senior Center budget. The City pays for salaries and operating expenses.

Salaries & Benefits	\$557,841
Services/Utilities	48,262
Supplies	5,420
Other Building Operating	7,877
Less Rent/Other	(6,514)
Total Expenses	<u><u>\$619,401</u></u>



Partnership Fund

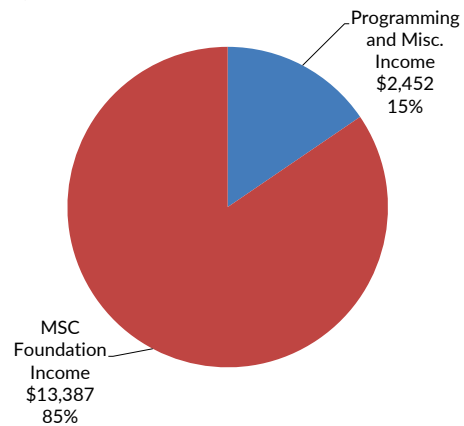
The Partnership Fund pays for programs and activities, including a multitude of educational classes, wellness activities, and performances. Associated expenses include instructors, refreshments, volunteer recognition and advertising. This fund is partially comprised of program and activity income.

Individual donations and program sponsorships, which are managed by the Madison Senior Center Foundation, are important in helping meet yearly budgets. This was especially true for 2020. The Madison Senior Center Foundation, a 501(c)(3) organization, is dedicated to assisting the mission of the Madison Senior Center.

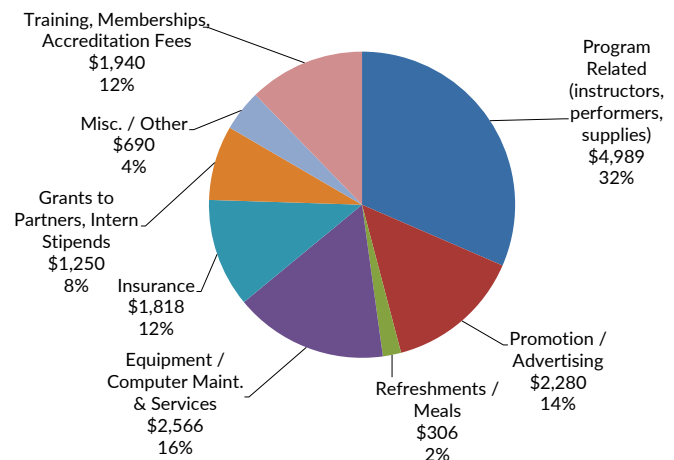
Thank You 2020 Program Collaborators!

- ◆ Aging & Disability Resource Center ◆
- ◆ Agrace Hospice ◆ Alzheimer's & Dementia Alliance of Wisconsin ◆ Associated Bank-Monroe St ◆ Donna Bryant ◆ Capital Centre Apartments ◆ Li Chiao-Ping ◆ Dane County Task Force on Falls Prevention ◆ DATCP ◆ Susan Frikken ◆ Goodman Community Center ◆ Tina Hallis ◆ LGBTQ 50+ Alliance ◆ Ellen Millar ◆ Atala Mitchell ◆ Monona Senior Center ◆ Monona Terrace ◆ NewBridge Madison ◆ OutReach Community Center ◆ RSVP ◆ Rachel Sandretto ◆ Krista Spiro ◆ SSM Health at Home ◆ United HealthCare ◆ US Bone & Joint Initiative ◆ UW-Madison Badger Talks ◆ UW-Madison Kinesiology Dept. ◆ UW-Madison School of Ecology ◆ UW-Madison School of Social Work ◆ Wisconsin Institute on Healthy Aging

Income: \$15,839



Expenses: \$15,839



HOW WE MOVED FORWARD IN 2020



Madison Senior Center Goes Virtual

2020 was a crash course in virtual learning for many, including the Madison Senior Center (MSC). When we first closed our building in mid-March, we were hopeful, along with the rest of the world, that the virus would be a short-term obstacle. Perhaps we would be back to “business as usual” in a few weeks, or a couple months. Unfortunately, that was not the case. As the realization of the seriousness of the virus became apparent, it was clear virtual learning was the path we all had to take for the foreseeable future.

Words like Zoom, streaming and webinars became terms we started using every day. We found the humor in having to have a Zoom meeting about how to learn Zoom functions. It was something that did not come easily to many staff or participants, but once used, it was of great benefit. Being able to see people and interact with them “live” held value for many reasons - participants were 1) engaging with others to avoid isolation; 2) active mentally and/or physically; and 3) learning.

To help attain our goals to help reach as many people as possible through virtual programming, MSC collaborated with NewBridge, Goodman, and Monona Terrace to name a few. MSC also started a tablet lending service for those who wished to participate in a program, but didn't have a device.

While we all are looking forward to seeing everyone in person again, this time of quarantine has taught us that some of the benefits of virtual programming, such as its accessibility, may prompt us to continue this option post-pandemic.



Members of MSC's new virtual Book Club wave “hi” during one of their monthly meetings.



Pen Pal Program Fosters Friendships

MSC started the Pen Pal Program early on in the pandemic. Participants were paired with a person from a different generation to communicate via traditional letter writing or email. The program quickly grew to become one of our most popular offerings in 2020, and is continuing into 2021. Having 80 people enrolled, some even outside the state of Wisconsin, we are proud that so many people have been affected positively by this program. We hope these new friendships continue to grow!



I thought you might like to know that my pen pal and I are still pals. Thank you again for setting up this program. I hope others have benefited from it like we are. – Katy, Pen Pal Participant

BOARD • COMMITTEE • TEAM • LEAD VOLUNTEERS • STAFF

Committee On Aging

Alnisa Allgood	Ben Obregon
Blinda Beason	Kathy Poi
Donna Bryant	Marsha Rummel
Felicitus Ferington	Daryl Sherman
Faisal Kaud	Michael Verveer
Eileen Mershart	Kathy Whitt
Barbara McKinney	

Madison Senior Center Foundation Board

Jeffrey Budzisz	Sally Miley
Harry Engstrom	Jegan (Sri) Sriskandarajah
Tom DeChant	Kathy Whitt
Faisal Kaud	

Special Events and Fundraising Team

Sarah Alt	Jegan (Sri) Sriskandarajah
Paul Braun	Susan Ullsberger
Julie Grosso	Ken Urso
Gwen Kirk	

Lead Volunteers

Christine Beatty	Gwen Kirk
Marie Chavez	Jim Lamal
Donna Danowski	Liban Mohamed
Claire Draeger	Ben Obregon
Gary Edelstein	Darline Pearson
Evelyn Fahrback	Robin Proud
Fay Ferington	Jane Qualle
Arlene Hart	Daryl Sherman
Gil Hillman	Jegan (Sri) Sriskandarajah
Diane Hughes	Kathleen Whitt
Bob Judy	Dee Wylie
Dennis King	



2020 Champion Volunteers

Huge thanks to these volunteers for their hard work on the golf fundraiser from which MSC received the proceeds!

• Paul Braun • Scott Frank • Ken Urso

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Madison, WI 53703


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[MadisonWISeniorCenter](https://www.facebook.com/MadisonWISeniorCenter)

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[@MadisonSrCenter](https://twitter.com/MadisonSrCenter)

Senior Center Staff

Senior Center &..... Sally Jo Spaeni, 267-8652
Senior Services Manager

Office Manager Karen Cator, 266-6290

Program Coordinator..... Laura Hunt, 267-8650

Volunteer Coordinator John Weichelt, 267-2344

Building Services..... Jeff Thompson, 266-6581

Reception..... Gary Flesher, 267-8651

Intergenerational Coordinator.... Laurie Bibo, 267-8673

Attendants..... Richard Butler,
Cameron Shepherd,
Tom Wilczewski

Interns Julia Framstead, Emily Halberg,
Olivia Kurtz, Terri Marsh,
Ellen Vaillant

THE MADISON SENIOR CENTER PROMOTES SUCCESSFUL AGING

Technology Programs ▪ Dance and Exercise ▪ Life-Long Learning Classes ▪ Workshops and Training ▪ Support Groups ▪ Health Screenings ▪ Wellness Activities ▪ Special Programs ▪ Senior Services and Referral ▪ Volunteer Opportunities ▪ Meals and Nutrition Education ▪ Intergenerational Programs ▪ Music and Entertainment ▪ Leadership Opportunities