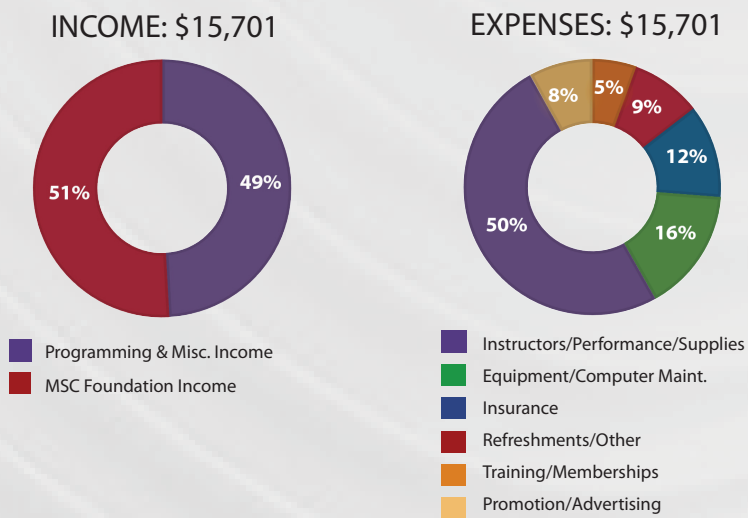


FINANCIAL



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.



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

HIGHLIGHTS

- 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.

DONATIONS

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 Fahrbach

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

Robert 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

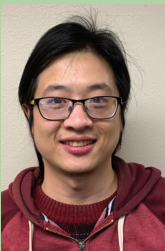
Zimbrick Mercedes Benz

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

2021 BOARD MEMBERS

Committee on Aging

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

MSC Foundation

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



Like us on Facebook:
[MadisonWISeniorCenter](#)



Follow us on Twitter:
[@MadisonSrCenter](#)

Visit our website:
[madisonseniorcenter.org](#)

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



330 WEST MIFFLIN STREET
MADISON WI 53703

PRSRT STD
US POSTAGE PAID
PERMIT 1132
MADISON WI

Thank you for supporting the Madison Senior Center!

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.