

Annual Report 2020



Our Mission: To enhance the dignity and quality of life for seniors in Yellow Springs and Miami Township and to foster interaction among them and with the community.

2020 was the year that we were sequestered during COVID. Rather than sit quietly at home for an unknown number of months, the staff and board of the Senior Center worked to figure out what to do for older village residents. Nothing happens in a vacuum, so with the help of the village staff, the YS Community Foundation, the police, many non-profits and volunteers, the Center began grocery deliveries to those who could not venture out and began classes on Zoom for yoga, languages and exercise. Later in the year the Zoom lunch series on Thursdays scheduled speakers and all that seniors had to do was click to hear the various people talk about their causes and passions. The phones were monitored throughout the year even while the building was closed to the community.

Although it was a tough year to keep the Center going and to provide assistance to our members and other seniors, there were some positive outcomes. We learned that we are resilient and that we work together well as a village to meet needs when normal goes topsy-turvy. We also learned to use Zoom, which we will continue to do, so that those who have trouble leaving home or parking in town can easily join in activities and programs on-line. Hopefully, 2021 will be a little more calm as we each find our new-normal, but we can be confident that YSSC will be there providing for our many needs.

Macy Reynolds, Board President and Caroline Mullin, Executive Director



YSSC staff and volunteers delivered groceries from Tom's Market to local residents.

New ways to CONNECT



YSSC Lunch & Meet Zooms included meeting a Kestrel with Rebecca Jaramillo of the Glen Helen Raptor Center.

Programs

Support Services Program

18–20 clients are assisted each month with a variety of services including nutrition, housing, rehabilitation, social security, retirement, medical appointments, hearing aids, eyeglasses, advance care planning, and many others. Assistance is also provided through referrals to The Greene County Council on Aging (GCCOA), Area Agency on Aging and other helping programs.

YSSC staff assisted **42** residents with an annual Medicare plan review during open enrollment in 2020. Some of these meetings were in person with COVID precautions, but most were over the phone. Homemaker coordinator Teresa Bondurant was trained to fill the role of OSHIIP counselor during the year.

Homemaker Program

Homemaking services were provided to about 30 clients each month. Six employees provide those services. Homemaking services are provided to most clients through a contract with GCCOA. That contract was renewed for 2020 and goes until 2022. Homemakers not only are cleaning the homes of our clients, but also providing companionship, cooking and doing errands.

Activities Program

2020 started with a great variety of 44 different activities including these topics:

Literary and Languages	11
Exercise	11
Health-related	2
Social and Discussion	3
Games	7
Music	3
Art/Craft	1
Food-related	6

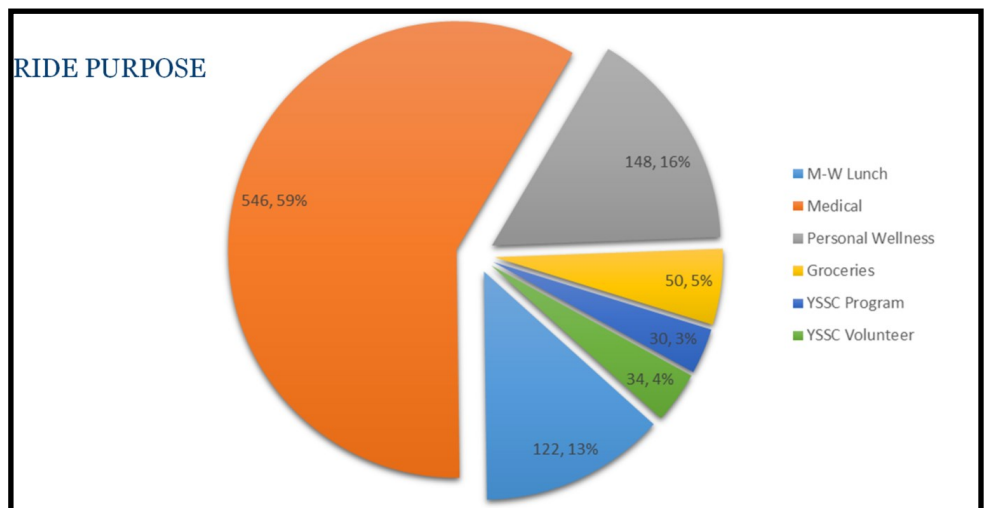
When the building was closed due to the pandemic all in-person activities were put on hold. Almost immediately activity leaders started virtual programs via Zoom, online and even using our Community Access TV channel.

Among creative new programming was Local Fare catered lunch program that served 25-30 seniors per week a delivered lunch from one of the four local food providers who participated, funded by the Yellow Springs Community Foundation, initiated December 4, 2020. Another new program in 2020 is Lunch and Meet, weekly via Zoom, a program of performers and speakers, which started September 11.

Transportation Program

Rides for medical appointments continued to be available during 2020 with increased precautions. Drivers and passengers wore masks and maintained physical distance. The three cars were adapted with plastic screens between seat rows.

In 2020 volunteer drivers and staff, using the Center's three cars, provided **930** rides to individuals, less than half of what was done in 2019. 59% (546) of the rides were to medical appointments, only 16% (152) were for events at the Senior Center since there were no in-person activities after March 15. 65% of the rides were outside of Yellow Springs. Volunteers drove for most rides. There were 855 hours of volunteer driver service covering 10,517 miles.





Membership

Renewal of membership dues was optional during 2020 since so much of the Center's operations were on standby. All memberships were automatically renewed through December 31, 2021. Despite this, 68 memberships were renewed during the year.

Members are recognized as those who have paid yearly membership dues. As of December 31, 2020 YSSC has 608 members.

Structure and Infrastructure

We installed an ultraviolet air filtration system, added I-Wave air purification filters for the rest of the building, improved internet signal in the building, and increased cleaning. Visitors to the building enter through only one door where they must sign in and answer screening questions.

Volunteers

The service and talents of volunteers are essential to the success and functioning of YSSC. During the time we were open in 2020 we had help from over 70 volunteers including front desk receptionists (15), drivers (17), grocery shoppers (6), meal deliverers (6), board members (9), activity leaders (31), speakers (15). Many of these volunteers served in multiple ways.

Visibility

Several weeks after the March shut down, the Senior Center started utilizing Constant Contact, an email marketing company. We migrated all addresses for members who had given us an email address and also have a sign-up form on our website. We currently have just under 500 email addresses. We sent an average of one email per week updating members on our reopening, COVID information, the week's Lunch & Meet guest, and special events as they happened. We have a Constant Contact open rate of 36%, which is above the industry average of 22%.

In October, we redesigned our website, which had been stagnant for a few years, and continue to keep it current and updated. There are also forms for the public to use to make contact with staff, request rides and grocery delivery.

We've been using Facebook for several years, averaging one post per week. In the Fall we increased to an average of four posts per week, which resulted in many more people liking our page.

In the October 19 issue of the Yellow Springs News there was a fairly lengthy front page article about reopening the Center. Unfortunately, reopening had to be cancelled due to the rising Covid numbers.



Finance

Goal: Secure financial resources to meet current and emerging organizational needs

2020 Revenue and Expenses

Total Revenue: \$373,203

Service Programs:	27% (<i>hmkr included</i>)
GCCOA:	26%
Donations:	22%
Grants:	12%
Investments:	5%
Apt rental:	3%
Fundraising:	3%
Membership Dues:	2%

GCCOA Grants: \$96,730

YS Community Foundation Grants: \$10,277

Other Grants: \$42,397

Homemaker services were on hold for a portion of the year, resulting in \$55,000 less in typical income from that service for 2020.

Fundraising Report

Annual Appeal: \$71,482.71

Fundraising Events: \$10,420

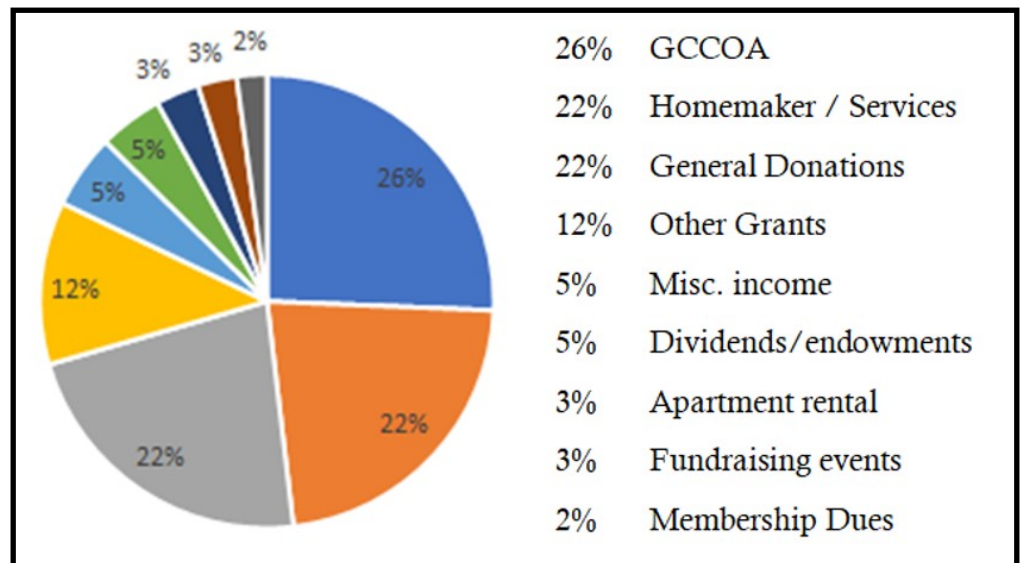
Events included a virtual Garden Dinner Party, a virtual Dance Marathon, Giving Tuesday, Zoom Movie Night

Other Donations: \$6,722.31

Donations to transportation, memorials, grocery delivery program and general donations

Total Expenses: \$341,304

Program Services / Salaries:	88%
Capital Expenses:	11%
Fundraising Expenses	1%



2020 Board of Trustees: Macy Reynolds, President; Ken Dahms, Vice-President; Greg Felder, Treasurer; Anna Bellisari, Secretary; Susan Alberter, Diane Chiddister, Katie Egart, Cathy Hill, Ken Huber, Ruth Lapp, Trustees

Current Staff: Caroline Mullin, Executive Director; Teresa Bondurant, Support Services Manager; Robert Libecap, Transportation Manager; Jeanna Gunderkline, Finance Administrator; Corinne Pelzl, Activities Manager; Lin Wood, Development Assistant; Pam Geisel, Marketing Manager; Vicci Ayers, Susan Harrison, Jacqueline Hunt, Jennifer Johnson, Melissa Kuhns, Heather Neill, Homemakers