



Mastick Senior Center*

2013 Annual Report

33 years of service to the Alameda community.

Mastick is Fantastic "K"!

** a division of the Alameda Recreation and Park Department*

Mastick Senior Center

Mission Statement

Mastick Senior Center's mission is to provide a well-rounded education, social and recreation program for adults 50 years of age and older.

Vision Statement

Mastick Senior Center's vision is to offer a variety of quality programs and services in the areas of health, education, and recreation to our seniors and the community.



Seniors Served

144,607	Center Visits
3,410	Mastick Members
626	Tax Program
1,079	Trip & Travel Program
6,696	Bingo Program
12,313	Thrift Shop Sales



Demographics

Membership by Age



Support Services

- Area Agency on Aging*
- Consumer presentations
- Health insurance counseling*
- Information and referral
- Legal assistance*
- Dental and podiatry consultation
- Tax preparation assistance
- Transportation services*

33,987 seniors were provided support services

*In partnership with Alameda County

Lunch Program

- Freshly prepared, reasonably priced meal (60+)
- An opportunity to socialize over a nutritional meal
- 6,860 lunches served
- 30,000 pounds of food distributed annually— two bags of groceries received monthly from the Mercy Retirement Brown Bag program.



Healthy, Active Living

21,105

Fitness Classes

Fitness, Yoga, Dance, and Pilates

21,685

Intellectual Classes

*Computer, Foreign Language,
Current Events, and Ceramics*

17,890

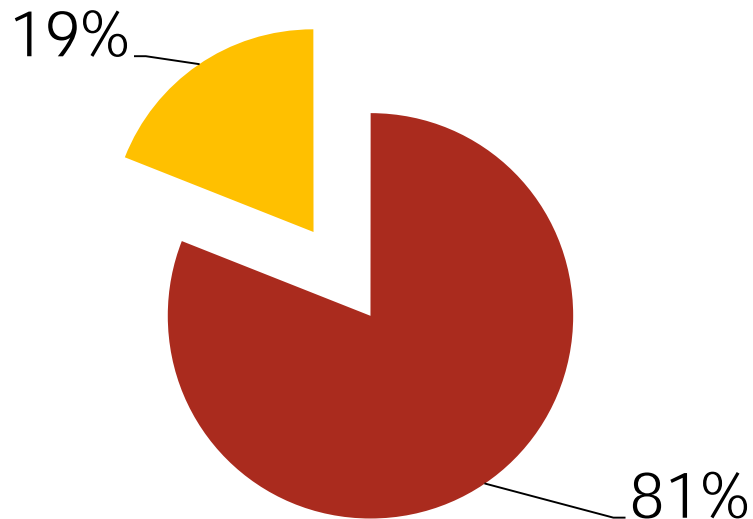
Social Interaction

Cards & Games, Special Events



Funding

- Recreation Fund--Mastick
- Mastick Senior Center Advisory Board



During 2013, the MSCAB invested \$32,760 in capital projects and generated \$165,464 from fundraising programs.

Mastick Senior Center Advisory Board (MSCAB)

- Active advisory committee for the Senior Center.
- Manages fundraisers: Bingo Program, Thrift Shop, Direct-mail letter(s), and more.
- Utilizes fundraising dollars for direct senior services and capital improvements.
- Received \$25,000 in bequests, which are restricted funds for Mastick.
- MSCAB provided over \$1.1 Million for capital improvements since the Center's inception.

Mastick Senior Center Advisory Board

OFFICERS

Ron Limoges,

President

Marilyn Appezzato,

Vice President

Lorraine Meuleners,

Treasurer

Earleen Hamlin,

Recording Secretary

Rick Luebke,

Corresponding Secretary

DIRECTORS

Ginny Carney

Robby Kiley

Bonnie Leber

Millie Lum

Marge Ryan

Bill Soares

George Tarr

Jim Thomas

Terry Veasy

Linda Weinstock

Volunteers

- Volunteers are the backbone of Mastick Senior Center
- Roles may include: board members, front desk, serving lunch, class instructors, tax preparations, plus coordinating and assisting with Thrift Shop and Bingo operations.
- Volunteer contribution:
 - **200 Volunteers**
 - **24,851 Hours**
 - **\$489,565 Cost Savings**
 - **12 Full-Time Staff Equivalent**



Survey Results

A recent Mastick Senior Center Community Survey sent to the ARPD database (8,000) reveals the following:

90% of respondents have heard of and are familiar with Mastick Senior Center.

94% of respondents would recommend Mastick Senior Center to a friend or family member.