



Mastick Senior Center*

2014 Annual Report

34 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.

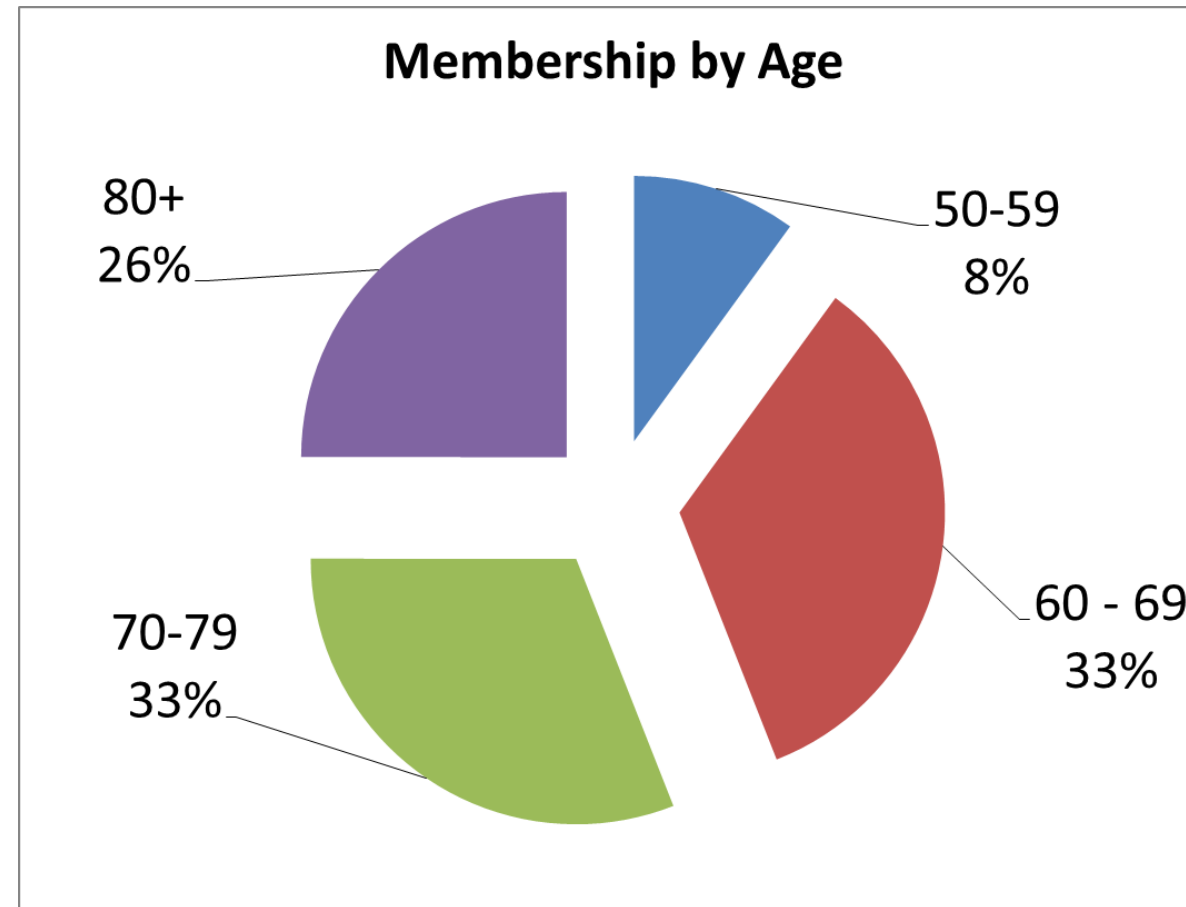


Seniors Served

148,520	Center Visits
3,401	Mastick Members
630	Tax Program
1,012	Trip & Travel Program
6,173	Bingo Program
12,875	Thrift Shop Sales



Demographics



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*

In 2014, Mastick Senior Center and Alameda Family Services partnered to offer Senior Connections, a pilot program providing Alameda seniors with access to much needed case management services.

*In partnership with Alameda County

Lunch Program

- Freshly prepared, reasonably priced meal (60+)
- An opportunity to socialize over a nutritional meal
- 6,620 lunches served
- 30,000 pounds of food distributed annually— two bags of groceries received monthly from the Mercy Retirement Brown Bag program.
- 3,131 baggies of harvested organic produce distributed to members.



Healthy, Active Living

23,064

Fitness Classes

Fitness, Yoga, Dance, and Pilates

24,842

Intellectual Classes

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

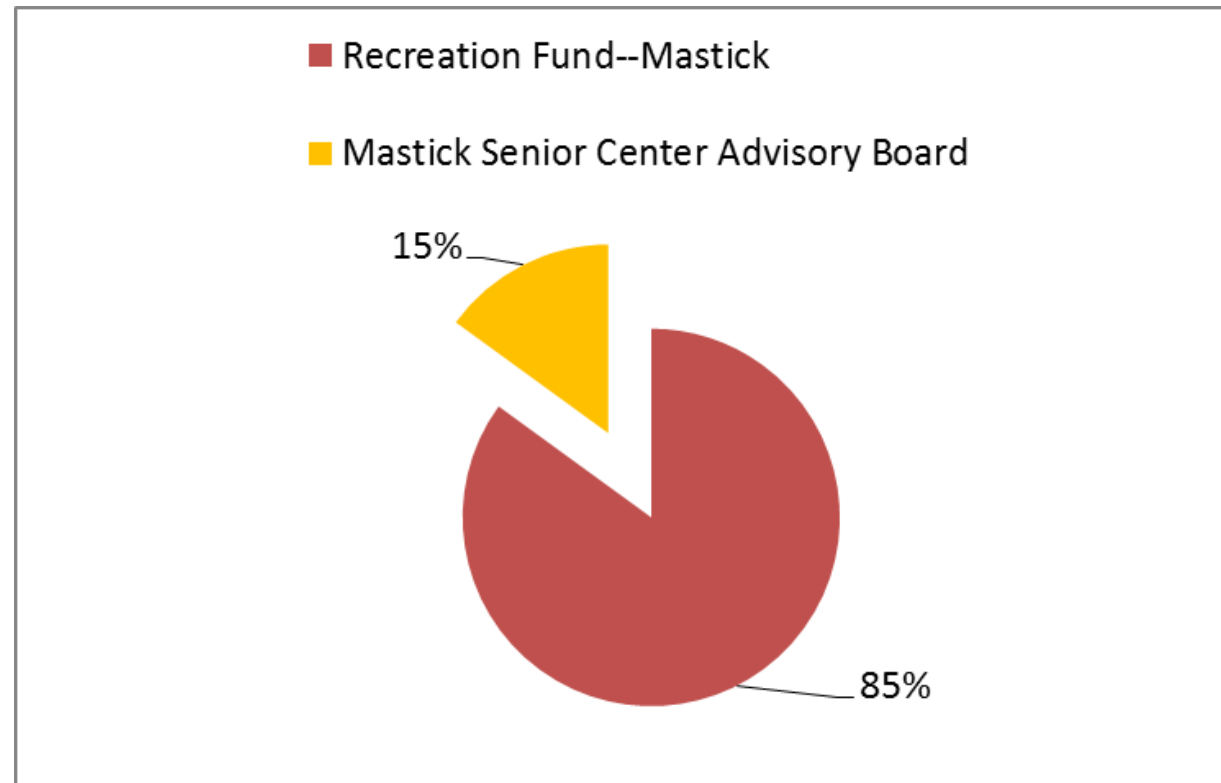
17,242

Social Interaction

Cards & Games, Special Events



Funding



During 2014, the MSCAB invested \$23,134 in capital projects and generated \$169,710 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.
- MSCAB provided over \$1.1 Million for capital improvements since the Center's inception.

Mastick Senior Center Advisory Board

OFFICERS

Ron Limoges,
President
Bill Soares,
Vice President
Lorraine Meuleners,
Treasurer
Robby Kiley,
Recording Secretary
Rick Luebke,
Corresponding Secretary

DIRECTORS

Marilyn Appezzato
Ginny Carney
Mary Foss
Nancy Gormley
Earleen Hamlin
Bonnie Leber
Millie Lum
George Tarr
Jim Thomas
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



Community Awareness

In 2014, the Mastick Senior Center Community Survey was sent to the ARPD database (8,000), resulting in a 5% response rate, and revealing the following:

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

Awareness about the Center was generated as follows:

- 56% ARPD Activity Guide
- 48% Driving by Mastick Senior Center