



# **Mastick Senior Center 2015 Annual Report**

*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

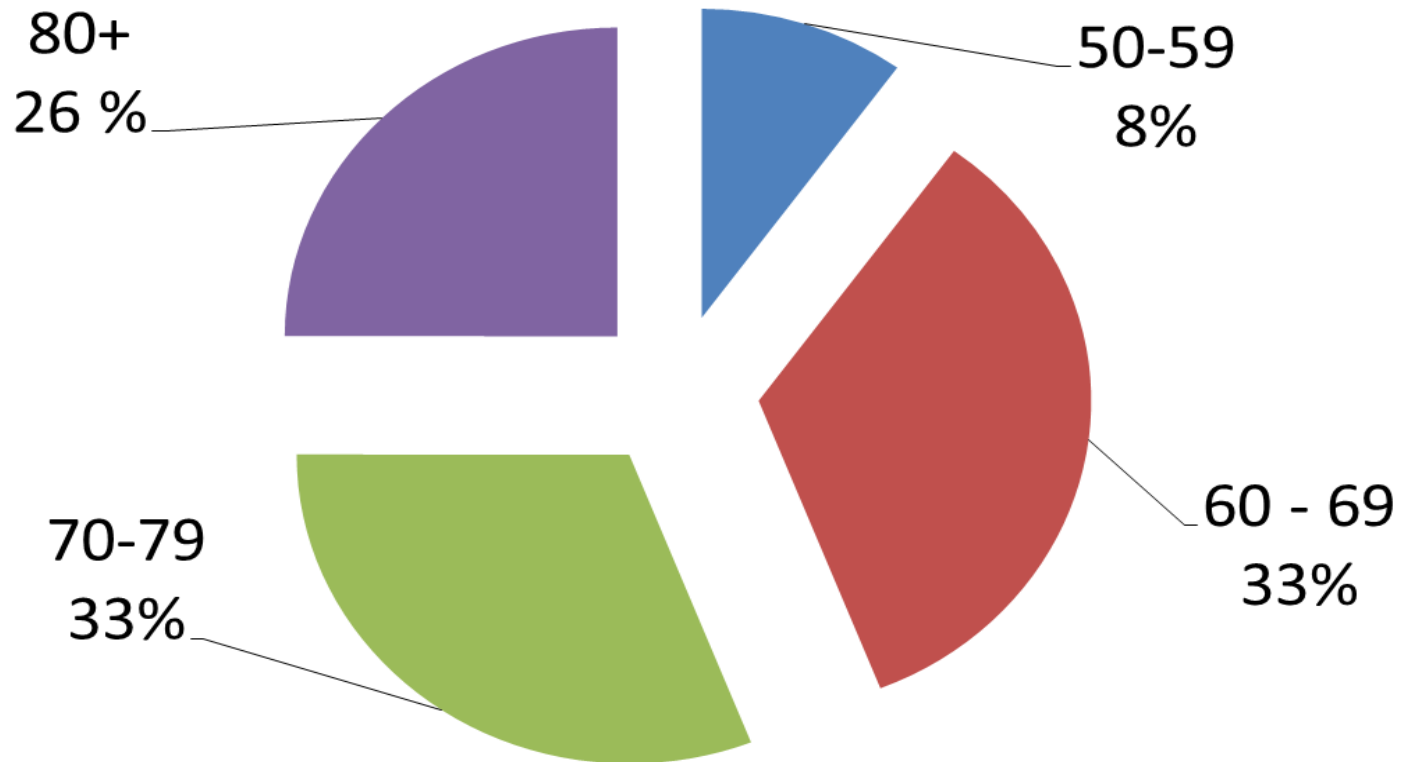
141,712	Center Visits
3,174	Mastick Members
599	Tax Program
1,214	Trip & Travel Program
4,913	Bingo Program
12,697	Thrift Shop Sales





# Demographics

**Membership by Age**



## Support Services

- Area Agency on Aging\*
- Case Management Services
- Consumer Presentations
- Dental and Podiatry Consultation
- Health Insurance Counseling\*
- Information and Referral
- Legal Assistance\*
- Notary Service
- Tax Preparation Assistance
- Transportation Services\*



In 2015, the MSCAB authorized funding for the Senior Connections program provided by Alameda Family Services through FY 2017-18. This program, offered at Mastick Senior Center, provides Alameda seniors with access to much needed case management services.

\*In partnership with Alameda County

## **Food Programs**

- Freshly prepared, reasonably priced meals (60+)
- An opportunity to socialize over a nutritional meal
- 5,572 lunches served
- 30,000 pounds of food distributed annually – Mercy Retirement Brown Bag Program distributes two bags of groceries per person monthly.
- 3,083 baggies of harvested produce and distributed to members.



# Healthy, Active Living

**22,542**

## **Fitness Classes**

*Fitness, Yoga, Dance, and Pilates*

**23,186**

## **Intellectual Classes**

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

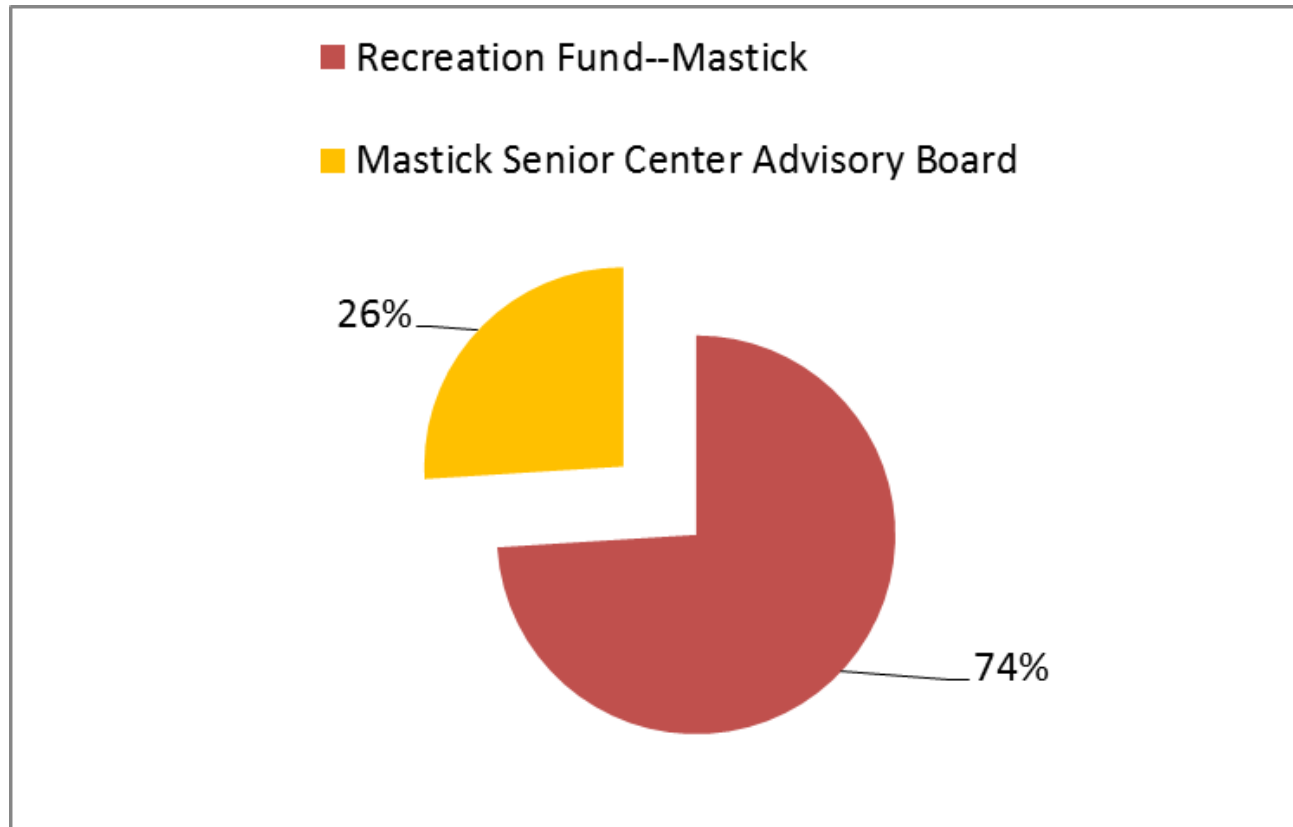
**14,697**

## **Social Interaction**

*Cards & Games, Special Events*



## Funding



During 2015, the MSCAB invested \$44,508 toward facility maintenance and capital improvements. The MSCAB generated \$162,546 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**

Robby Kiley,

President

Paul Hauser,

Vice President

Lorraine Meuleners,

Treasurer

Lola Brown,

Recording Secretary

Nancy Gormley,

Corresponding Secretary

## **DIRECTORS**

Marilyn Appezzato

Ginny Carney

Mary Foss

Earleen Hamlin

Bonnie Leber

Ron Limoges

Bill Soares

George Tarr

Jim Thomas

Linda Weinstock

## Volunteers

- Volunteers are the backbone of Mastick Senior Center
- Volunteer roles may include: board members, front desk, lunch service, class instructors, tax preparation, and coordinating and assisting with fundraising operations.
- Volunteer contribution:
  - 207 Volunteers
  - 25,975.75 Hours
  - \$541,724 Cost Savings
  - 13 Full-Time Staff Equivalent



# Program Highlights

- Approved funding for Alameda Family Services, Senior Connections Program, offered at Mastick Senior Center through FY 2017-18.
- Developed a **three-year** strategic plan with the MSCAB Long Range Planning Committee. Focus areas include: fiscal sustainability, membership, programs and facilities, and volunteers.
- Selected Outdoor Fitness Equipment for installation in the Mastick Courtyard.
- Approved installing two Bocce Ball Courts/Putting Green in the Courtyard.
- Installed a standard Alameda Recreation and Park Department park sign in the front lawn of Mastick Senior Center.
- Installed exterior foundation vents throughout the Center.
- Removed the dry-rotted Belly Band molding circling the Mastick Social Hall and repaired the entrance overhang.
- Selected a color palette to be used for the exterior painting project.
- Adopted a new logo and tag line.





**Making Connections • Staying Active • Living Well**