



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.



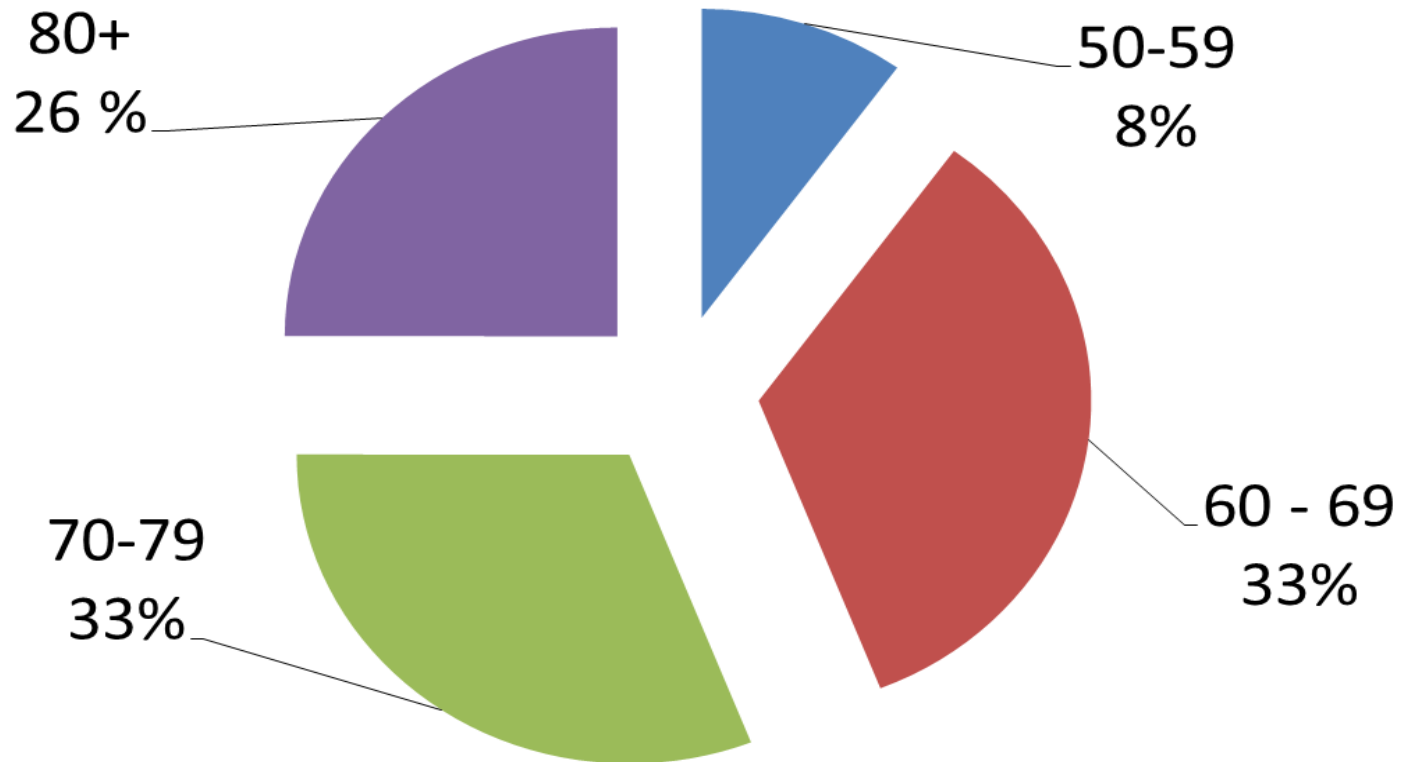
Seniors Served

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*

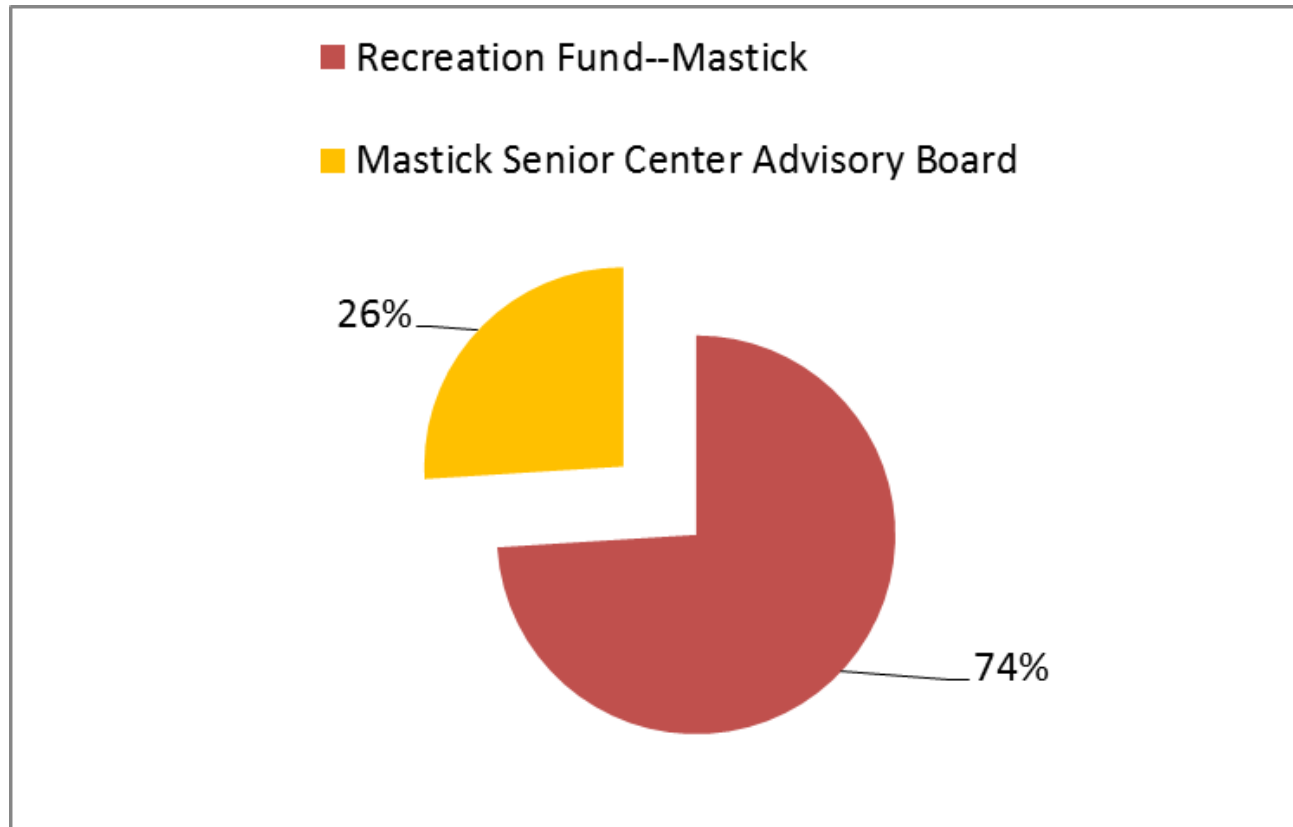
14,697

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 Greens 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