

# Budget

## Mastick Senior Center Advisory Board (MSCAB)

The MSCAB is the active administrative advisory committee for the Center. The MSCAB is committed to fundraising activities including Bingo, the Thrift Shop, and a direct-mail letter to our membership which help to defray the cost of programs and building maintenance.

### MSCAB Scholarship Program

Members enjoyed an array of programs due to support from the MSCAB Scholarship Program. During 2017, the MSCAB issued 443 scholarships totaling over \$15,000 resulting in a 143% increase from 2016!

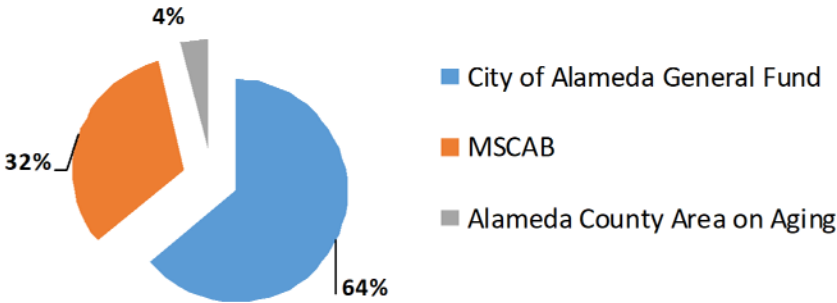
### Financial Contribution

During 2017, the MSCAB invested over \$165,000 toward facility maintenance and capital improvements. The MSCAB netted \$171,939 from fundraising activities and donations, helping to offset program expenses.

### Mastick Senior Center Legacy Giving Program

During 2017, over \$10,000 was received from bequests for the express benefit of the Mastick Senior Center.

Mastick Senior Center Funding Sources



# Projects

**Exterior Building Painting** - This project included painting the exterior of the 30,000 square foot senior center. This \$134,180 improvement was funded by the MSCAB.

**Courtyard Awning Reupholstery** - The 12 exterior awnings were reupholstered. This \$8,400 improvement was funded by the MSCAB.

**Dining Room Floor Replacement** - The floors were replaced in the two dining rooms. This \$10,080 improvement was funded by MSCAB.

## Volunteers & Staff

Full-Time = 3  
Part-Time = 157 weekly hours  
Volunteers = 203 volunteers contributed 27,097 hours for a total cost saving of \$586,650 or 13 full-time staff.



## Annual Report • Calendar Year 2017

Mastick Senior Center, a division of the City of Alameda Recreation and Parks Department, provides a well-rounded social recreation program in the areas of health and wellness, education, recreation, and support services resulting in life enrichment opportunities for our growing senior community (50+ population).



## Healthy Active Living

Offering over 100 weekly classes in the areas of education, recreation, and social engagement. Seniors served:

- 3,256 Annual Membership
- 115,374 Center Visits\*
- 4,485 Bingo Program
- 1,268 Day Trips & Travel Program
- 23,718 Educational Classes (such as Arts, Current Events, Languages, Technology)
- 3,318 Mastick Organic Community Garden Individual Serving Salad Bags
- 23,075 Recreation Classes (such as Dance, Fitness, Pilates, Tai Chi, Yoga, Chair Yoga)
- 12,136 Social Interaction (such as Cards, Games, Puzzles, Special Events)
- 34,213 Social Services
- 554 Tax Program
- 12,607 Thrift Shop

\* Number represents total visits from referenced categories.





## New Program Offerings

New programs and activities to keep the program vibrant and members engaged:

- Happy Feet Chair Dancing
- Lead Awareness
- Legal and Financial Planning As You Age
- Making Sense Out of Uncertainty
- Medical Cannabis
- Mental Floss
- On the Water with Joe Stack
- Pain Management
- Perception & Misperception: Cross Cultural Challenges
- Romantic Relationships at Any Age
- Steady Now! Why We Lose Balance as We Age
- Tame Your Paper Monster
- The Post-Truth Era: Fact or Fiction?
- The World Comes to Alameda
- What Wrinkles? Skin Care as We Age.



## New Day Trip Travel Opportunities

New and different opportunities are offered to appeal to a diverse and changing demographic:

- An American in Paris (Orpheum Theatre)
- East Bay Regional Park (Redwood Park)
- Marin Museum of Contemporary Art
- Monterey Zoo

## Transportation Program & Services

- AARP Smart Driver Program
- Mastick Walking Group (Using Public Transit)
- Paratransit & Transportation Assistance
- Travel Training in collaboration with the Center of Independent Living
- Transportation 101



## Community Collaborations & Partnerships

Alameda's older adults experience a geographical obstacle and are less likely to leave our island community to access services available outside the city. Therefore, collaboration with community-based organizations is vital to creating a "one-stop shop" to ensure services are easily accessible for our senior community.

**Alameda Friendly Visitors, Legal Assistance for Seniors (LAS), and the Health Insurance Counseling and Advocacy Program (HICAP)** served clients on-site.

**Alameda Family Services (AFS)**, a human services non-profit, provided case management services designed specifically for seniors on-site at Mastick Senior Center. The Senior Connections Program provided support in the areas of health, housing, in-home support services, food resources and more. In addition, they launched the Actively Aging Support Group to provide a supportive outlet for the aging population. Lastly, the Senior Service Action Team (SSAT), a collaboration of AFS and Mastick Senior Center, is comprised of over 20 community based organizations. The SSAT provided an opportunity for senior service providers to network, coordinate services, learn about programs, and problem solve. These programs were funded in part by a \$20,000 grant from the MSCAB.

**Alameda Fire Department** provided Blood Pressure Screening twice monthly.

**Alameda Hospital** provided a Stroke Risk Assessment workshop along with Blood Pressure and Glucose Screening opportunities.

**Elders Village and AEC Living** provided monthly consumer presentations and sponsored the Annual National Senior Health and Fitness Day in May 2017.

**Mercy Retirement Center Brown Bag Program** distributed food to seniors twice a month at 22 Alameda County locations. Mastick Senior Center, the designated site in the City of Alameda, distributed 30,880 pounds of food with 880 pounds delivered to Alameda Meals on Wheels recipients.

**Spectrum Community Services** provided the noon meal served Monday through Friday at Mastick Senior Center. During this period, 5,565 meals were served to individuals, age 60 and better.

The **Alameda County Area Agency on Aging** provided a \$31,012 grant for senior center activities.

The **Alameda County Public Health Department** provided a weekly Diabetes Support Group and a seven-week Diabetes Workshop.

The **Alzheimer's Association** facilitated an Alzheimer's Caregiver Support Group which met twice a month to provide support to individuals caring for a loved with Alzheimer's Disease or dementia.

The **Osher Lifelong Learning Institute at California State University, East Bay** provided intellectually stimulating classes. This program was funded by the MSCAB.

### Go Green!

In 2017, Mastick Senior Center was certified as an East Bay Municipal Utility District (EBMUD) Water Smart Business and Alameda County Green Business.