



Making Connections • Staying Active • Living Well



a division of the Alameda Recreation and Park Department

People and Programs

Healthy Active Living in 2017

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

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

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



Day Trip & Travel Opportunities

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

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

Travel Programs and 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 County Area Agency on Aging
- Alameda County Public Health Department
- Alameda Family Services
- Alameda Friendly Visitors
- Alameda Fire Department
- Alameda Hospital
- Alzheimer's Association
- Elders Village & AEC Living
- Health Insurance Counseling and Advocacy Program (HICAP)
- Legal Assistance for Seniors (LAS)
- Mercy Retirement Center
- Osher Lifelong Learning Institute at Cal. State, East Bay
- Spectrum Community Services

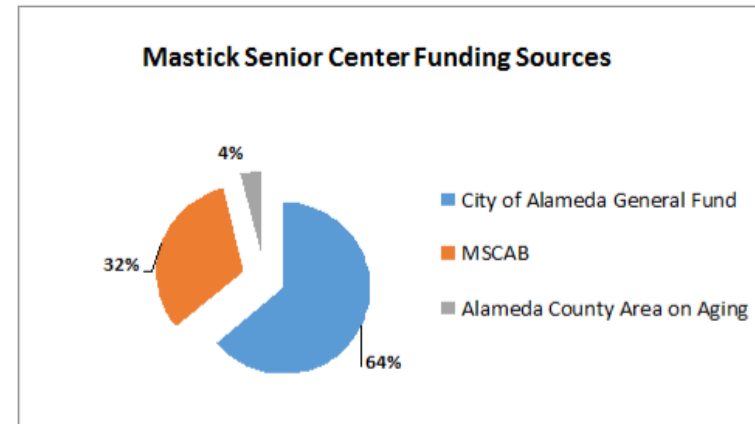


Mastick Senior Center Advisory Board (MSCAB)

- 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 \$1.3 million for capital improvements since the Centers inception.

Budget

- **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!
- **Mastick Senior Center Legacy Giving Program** – During 2017, over \$10,000 was received from bequests for the express benefit of the Mastick Senior Center.
- **Financial Contribution Breakdown** – 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.



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

Volunteer & Staff contribution:

- 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.

