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Over **35** years
the lives of **Enhancing Seniors**

Mission

To enhance the quality of life for senior adults by providing programs, advocacy, and resources to assist them to remain independent, active, and influential in the community.

Vision

Seniors dedicated to building a better community for people of all ages and backgrounds.

North/Eastside Senior Coalition
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North/Eastside SENIOR Coalition



2010 Annual Report

A Unit of the National Council on Aging



WASC

State Accredited by

Wisconsin Association of Senior Centers

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Program Report



Lunches Served (all 3 sites)	15,825
Information & Referral Contacts	10,460
Volunteer Hours	10,009
Summer Concerts Attendees	2,110
NESCO Members	823
Senior Dining Participants	434
Total Volunteers	379
Case Management Clients	274
African American Senior Adults	161
Home Chore Clients	125
Latino Senior Adults	114
Senior Programs	97
Support Groups Attendees	57
Boomer Programs	29
Intergenerational Programs	18

2010 Programs

Senior Prom	Sewing Circle
No Falls Workshop	Driver Safety Class
Medication Management	CCR Training
Wine Tasting Class	Men's Group
Free Tax Service	Fashion Show
Senior Day Trips	Free Movies
Computer Classes	Madtown Strollers
Educational Lectures	Senior Issues
Local Authors	Bird/Nature Walks
Flu Shots/Foot Care & Blood Pressure Clinics	
<i>I'm a Caregiver... now what?</i> Workshops	
Senior Energy Resource Presentations	
Mentoring Connections (with MUM)	
Evening Caregiver Support Group	
NESCO Website/Blog/Facebook	
Cultural Diversity Program Trip	
Multicultural Senior Health Fair	
Book Club & Exchange	

Financial Report

<u>Revenues (by source)</u>	
Dane County	228,847
City of Madison	167,217
United Way of Dane County	91,292
Grants	24,922
Memberships	11,588
Interest	1,813
Memorials and Contributions	4,228
Fundraising	18,021
Donations	19,385
Golden Times Ads	9,845
Summer Concerts	3,354
Trips	<u>6,395</u>
Total	586,907

<u>Disbursements (by program)</u>	
Administration	113,550
Summer Concerts	5,981
Grant Projects	8,823
Senior Programs	35,769
Case Management	197,670
Supportive Home Care	11,981
Cultural Diversity	67,475
Home Chore	39,122
Nutrition	79,372
Caregiver	<u>26,000</u>
Total	585,743



Highlights

- Board Treasurer Lesleigh Luttrell & ED Cheryl Batterman were awarded **North Star Awards** by the Northside Planning Council
- Awarded United Way's **Top Employee Engagement Award** for highest percentage participation in their 2010 campaign (organizations with 5-25 employees)
- 3,969 total hours of case management services were provided
- 2,604 hours of home chore services were provided by 175 volunteers and helped 125 seniors; 190 hours were also provided by 29 ENJOY volunteers (with Madison East High School students)
- Sponsored intergenerational programs: 6th Grade Essay Contest, Senior Prom, Book Club, and Talent Show
- \$10,461 (net) was raised at the **10th Annual AppleFest** with over 1,500 attending; other fundraising activities included: summer concerts concessions/donations, piggy bank collections, Bucky & Entertainment Book sales, Madison Marathon, Rhythm & Booms Parking, Greeting Cards, and Brat Fest volunteers
- Local businesses offered NESCO member benefits: Benevento's, Boomerangs Resale Store, Café La Bellitalia, Cartridge World, Culver's of Northport, Dena Fritz Hair Studio, Esquire Club, Madison Chiropractic-North, Manna Café & Bakery, Meikle's True Value, Overture Center, Savidusky's Fur & Leather Shop, and WPCRC
- **17th Annual Summer Concert Series** was sponsored by Alliant Energy Foundation, Dane County Cultural Affairs Commission (with additional funds from the Overture & Pleasant T. Rowland Foundations), M&I Bank, Madison Arts Commission (with additional funds from the Wisconsin Arts Board), Madison Mallards, Oak Park Place, Target, Dennis Tiziani, and Westmont Law Offices
- Celebrated over **35 years of service!**