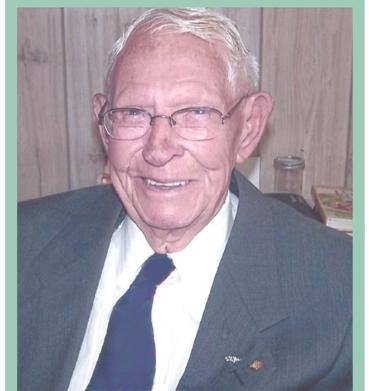


Annual Report

2009 ~ 2010



Senior Services
Midland County Council on Aging



A Year of Change

A Message from Our Board President **Linda Cline**

Anyone leafing through our monthly newspaper, *Senior Independence News*, would be astounded at the breadth of services available to older adults in Midland County. Trips, classes, health clinics, opportunities to volunteer, meals, social opportunities, adult day care, home assistance and transportation are just a few of the ways that Senior Services helps residents 60 and older “to achieve their highest levels of independence, quality of life and dignity.” It takes a strong organization and a dedicated community to make this possible, and in Midland, we have been blessed with both.

Patricia Wilson served as the Executive Director of Senior Services, Midland County Council on Aging, for thirteen years. Under her direction, the organization expanded to meet the needs of the growing senior population in Midland County. Pat will be remembered for her ability to combine compassion with professionalism and for the significant growth that she directed. She oversaw the construction of the Dublin and Coleman buildings and continuously evaluated and adjusted the offerings of the agency to ensure that they were effective.

We are confident that the agency will continue its success under Alan Brown’s leadership. Alan has shown himself to be a reflective and perceptive leader. He is taking the time to understand what makes the agency strong and the important role that it plays in the community. While it is hard to envision that the next thirteen years will bring the growth of the previous thirteen, we look forward to planning for the future with Alan.

We are grateful for the continued support of time and money that our community provides and for the high level of dedication and professionalism of our staff. Together we can be proud that we are doing our best to make life better for older adults.

A Message from Our Executive Director

Alan Brown

As I begin my tenure as the new Executive Director of Senior Services, succeeding Patricia Wilson who retired after thirteen years, I have found myself frequently “counting my blessings.” I feel honored that I have been selected to help lead this truly outstanding organization. Pat did a remarkable job during her tenure and she will be a hard act to follow.

I have worked with a large number of organizations during my career, as a director and as an organizational consultant. Few organizations have so impressed me with the level of effectiveness, professionalism and efficiency as I have found at Senior Services. I join with many other voices in offering deep thanks for all Pat and her team accomplished to serve and honor Midland’s older citizens.

Being new to the agency and community, it was not just the scope and breadth of services that impressed me, but also the quality, commitment and care shown by the staff, volunteers and Board members. Indeed the community itself displays how much it values our older citizens through the millage and outpouring of volunteer support. This is even more evident in the generous contributions for construction of the new Seasons Adult Day Center that was on hold at the end of 2009 and now is almost completed at the end of 2010.

I look forward to advancing our mission of helping our residents achieve their highest levels of independence, quality of life and dignity. Thank you for your support and interest in Senior Services, Midland County Council on Aging.

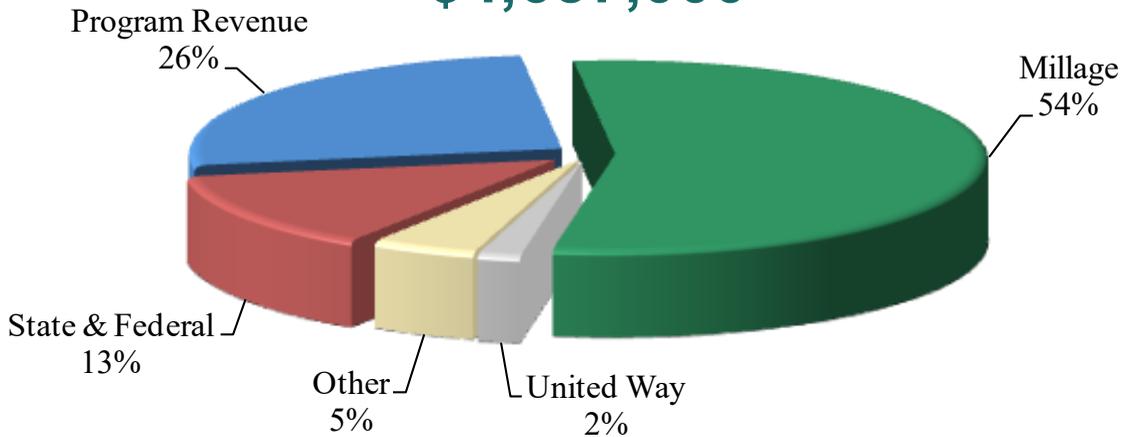
**“...the community itself displays how much
it values our older citizens ...” ~ Alan Brown**



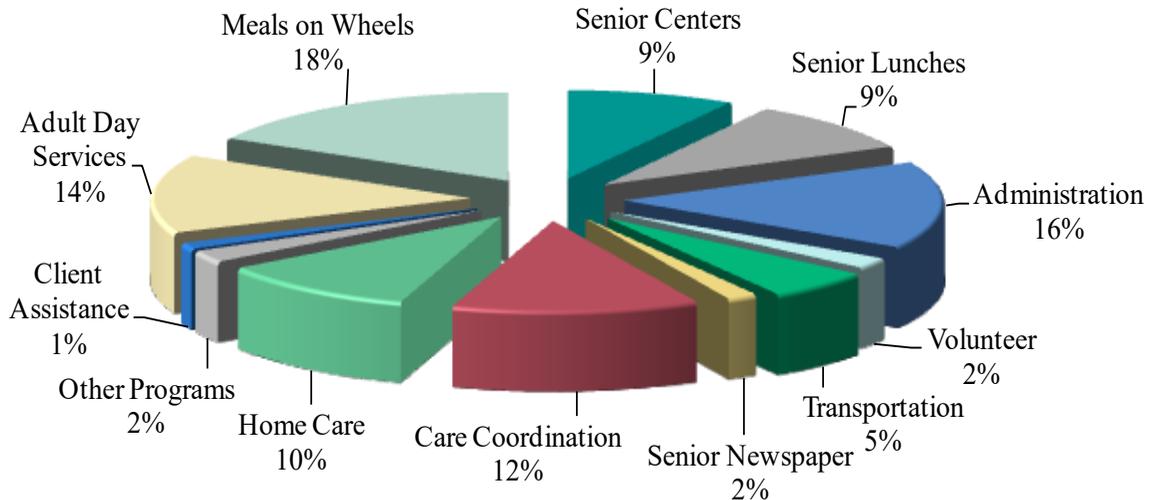


2009-10 Funding

Funding Sources \$4,657,000



Funding Use



Highlights of the Past Year

Adult Day Services Expanded

In order to help the growing number of people in Midland County living with Alzheimer's disease, Senior Services broke ground this past year on a new building to expand Seasons Adult Day Center. After receiving the majority of funding from local foundations, Senior Services launched a successful public campaign to raise an additional \$200,000. Completion of the new building is slated for January, 2011.

Healthier, More Enticing Meals

We enhanced our already healthy menus to offer even more health benefits and more variety and flavor. The meals we serve are now lower in sodium and higher in fiber. New cooking techniques have improved the quality along with new packaging for Meals on Wheels. We have also held several workshops and cooking classes for seniors along with providing nutrition information for other educational programs.

Awards and Recognition

This past year, several of our programs received national and state recognition awards. The National Council on Aging gave an honorable mention award to our "Home Alone Camp" and our Transportation program was awarded the Beverly Foundation National STAR Award in the amount of \$7,500. In addition, Renee Pope, Seasons Activity Coordinator, was awarded the 2010 Ruth Helms award from the Michigan Association of Activity Professionals for her dedication and exemplary work in planning and implementing programs for those with dementia.

SPAP Volunteers Go Above and Beyond

The Senior Prescription Assistance Program, which helps individuals compare and enroll in Medicare Part D prescription plans, helped more than 200 individuals during open enrollment for 2010. Medicare decisions are difficult, but with the help of our dedicated volunteers, seniors are provided accurate and clear information to help them make an informed decision.

On Air with Senior Services

This past March marked the debut of "Senior Scoop," Senior Services' new television show that airs on MCTV. The program features information about events, services and current topics affecting seniors in Midland County. A new show is recorded and aired monthly.



Knowledge

Educational Programs

Trainings specific to issues on aging provide practical information for older adults, family caregivers, professionals and community members. The goal is to offer health and education programs that will result in healthier lifestyles for seniors and their families.

62 educational programs were offered yielding a total attendance of **1,136**.

Care Coordination & Support

Using our expertise and knowledge of services, we assess a senior's needs, develop an individual plan of care and connect seniors to our services and other community resources.

Care Coordination assisted **1,581** clients, totaling **8,428** service hours.

1,292 calls were made to Senior Services for information or assistance.



“Through helping older people to remain healthy, financially secure and more engaged, we will greatly strengthen the social, civic and economic fabric of society.”

**~ James Firman, President & CEO
National Council on Aging**

Senior Services is a valuable resource of information. Programs are designed to address the needs and challenges of seniors and their families.

SPAP Plus

The Senior Prescription Assistance Program helps individuals compare and enroll in Medicare Part D prescription plans for the new year. Volunteers can assist with other Medicare options, secondary health insurance and Community and Nursing Home Medicaid. SPAP Plus volunteers also help adults, 50 years of age or older, who cannot afford their prescription medications.

SPAP Plus helped more than **200** individuals with their Part D prescription plans during open enrollment for 2010.

Senior Independence News

The senior newspaper and Senior Services' webpage bring local and relevant news and information to seniors, helping them stay healthy, active, and independent in Midland County.

Average circulation is **7,105** newspapers per month, for a yearly total of **85,265**.

**“There is a fountain of youth:
it is your mind, your talents,
the creativity you bring to your life
and the lives of people you love.
When you learn to tap this source,
you will truly have defeated age.”**

~ Sophia Loren





Independence

Team Handyman

A volunteer group of handymen help seniors maintain their homes by making their houses safe and secure.

Volunteer handymen completed **169** health and safety tasks and helped **148** older adults.

Home Care Services

Home Care helps seniors remain living independently in their own homes by providing assistance with homemaking, personal care and respite.

354 seniors received **23,622** hours of home care service.



“One of the signs of getting older is the birth of a sense of fellowship with other human beings as we take our place among them.”

~ Virginia Wolfe

Senior Services provides support services and programs that allow older adults to remain independent and living on their own for as long as possible.

Transportation

Our transportation provides friendly, door-to-door service to those who have limited options for traveling to appointments, grocery shopping and other essential destinations.

336 clients were transported on **15,849** one-way trips.

Transportation
drove a
total of 172,161
miles!



Meals on Wheels

Meals on Wheels provides good, nutritious, well-balanced meals that are delivered to homebound seniors by friendly and caring volunteers.

182 volunteers delivered **116,118** meals to **745** seniors.

“We must do everything we can to support the independence of older adults and provide opportunities for them to make meaningful contributions to our society.”

**~ Kathy J. Greenlee
Assistant Secretary for Aging**





Wellness

Seasons Adult Day Services

Seasons is a warm and secure daytime environment that enhances the cognitive, social and emotional needs of those with Alzheimer's disease and related illnesses, while providing respite for family caregivers.

Seasons served **143** participants for a total of **61,654** service hours.

Support Groups

Our support groups provide the opportunity for people to share experiences, receive emotional support and share concerns about related situations.

564 people participated in Senior Services' support groups.

"Health is the thing that makes you feel that now is the best time of the year."

~ Franklin P. Adams



Additional Services

Volunteer Programs

Volunteers make many of the essential services offered to seniors possible. This work is rewarding for both the volunteers and the seniors receiving the personal touch volunteers bring. **527** volunteers provided **31,028** hours of service.

Senior Services is dedicated to ensuring that older adults have the resources to live healthy, joyful lives. The key to this goal is providing opportunities for social engagement and activity.

The Centers

Our six Centers are focal points in the community that serve as neighborhood gathering places where friends can have a great meal, keep active, socialize and learn new things.

1,015 seniors visited our senior centers where **64,447*** meals were served.

*Includes meals served to Seasons clients.

Senior Counseling

A caring and professional counselor helps seniors gain control over life's changes and challenges and assists in identifying future needs and resources.

420 counseling hours were provided to **53** clients.

Dementia Services

We offer a continuum of services for those with memory loss or other impairments related to dementia. We provide options for care and help arrange support services needed at home.

Community Outreach

Community outreach increases community awareness of programs and services available to older adults and helps people discover rewarding volunteer opportunities.

51 presentations and appearances were made.

Senior Services

Senior Services is a private, non-profit organization that provides programs and services for residents of Midland County, Michigan who are age 60 and older. We have six senior center locations throughout the county and have been serving the community for 50 years.

Our Mission

Senior Services, Midland County Council on Aging, is committed to serving the community by enabling residents 60 and older to achieve their highest levels of independence, quality of life and dignity.

Funding Sources

Funding sources include contributions and fees for services, private donations and memorials, United Way of Midland County, Michigan Office of Services to the Aging, Region VII Area Agency on Aging, State appropriations of the Older Americans Act and Midland County Senior Millage.

2009 - 2010 Board of Directors

Linda Cline, President
Cynthia Chilcote, Vice President
Chandra Morse, Secretary
Nancy Bergtold, Treasurer

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Dick DeLine
Gordon Hall
Lisa Hulbert
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Ashley Bromley
Robert Fisher
Alan Hubbard
Wendy Kanar
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Pat Wilson/Alan Brown, Executive Director

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