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Annual Report

2008 – 2009

TEAM SCS
Brenda Jackson
Age 61
Volunteer for New Horizons Senior Center since 2007

Why do you volunteer?
To give back and share my skills with others

What do you especially love?
Teaching needlecrafts...such as knitting and crocheting

Fun Fact!
Volunteering at New Horizons two to three days a month

Life's most persistent and urgent question is
What are you doing for others?

Dr. Martin Luther King, Jr.



Who We Are | Our Programs | Senior Resources | Get Involved | Our Sponsors | News & Calendar | Contact Us

Please visit us at
scsatl.org

Give
The success of each of our programs depends on the on-going efforts of fund development.

Volunteer
SCS utilizes volunteers to provide needed services to seniors in our community.

Special Events
SCS hosts several events a year to make new friends while raising substantial funds for program support.

Receive Services
SCS provides a variety of programs and services for those 50+ in the Atlanta Metro area.

Our Mission:
To enable seniors to enjoy a high quality of life, maintaining their independence and dignity. You can see the difference that SCS makes in the lives of our clients when you witness the smiles of seniors who can confidently trust in our resources and dependable service.

[Click to view SCS Video](#)

[Donate Now](#)

I still remember coming to Atlanta to see my brother graduate from Morehouse. My family moved to Atlanta when I was in the 12th grade - and founded the Atlanta Daily World newspaper, which is a 79-year old Atlanta paper. I enjoy getting up and coming to ADC - I love the social part, and being around people!
Mrs. S., Adult Day Care Client
[Read Mrs. S's Story ->](#)

TEAM SCS
Barry Prusin
Age 75
Volunteer for Meals On Wheels Atlanta since 2004

Why do you volunteer?
To help those less fortunate

What do you especially love?
Buckhead delivery route

Fun Fact!
Drives a hybrid car to deliver meals

TEAM SCS
Charles Freeman
Age 54
Volunteer for Adult Day Care since 2009

Why do you volunteer?
To make a difference in the lives of men who are now my friends

What do you especially love?
Sharing a meal with the men I serve

Fun Fact!
My goal is to improve efficiency to get the men on and off the bus every day!

TEAM SCS
John Peifer
Age 54
Volunteer for Meals On Wheels Atlanta since 1983

Why do you volunteer?
To help people, make friends, and learn more about life

What do you especially love?
Any meal delivery route, anywhere, any day, any time!

Fun Fact!
Delivered meals more than 1,000 times!
A Board of Trustees member since 2008

Meals On Wheels Atlanta delivers enough meals in one year to outweigh 10 adult elephants and 1 baby elephant!





Meals On Wheels Atlanta logs enough miles annually to drive around the equator nearly 4 times!

Financial Statements

For Fiscal Year 2008 – 2009

Headquarters Staff

Jeffrey Smythe
President and Executive Director

Brad Catherman
Vice President of Gift Planning

Barbara Bond-Gentry
Director of Finance and Human Resources

Steven Hargrove
Director of Events and Marketing

Julie Jones
Director of Senior Centers

Patrick O’Kane
Director of Operations

Jerrell Saddler
Director of Home Repair Services

Roberta Williams-Todd
Director of Adult Day Care

Jaelyn Barbarow
Grants and Gifts Manager

Carla Geeter
Office/Building Manager

Neena Malone
Meals On Wheels Atlanta Manager

Donna Tyler
FHLB Manager

Board of Trustees

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Alan Kleeman, *Vice-Chair*
Rena Johnson, *Secretary*
J. Vance Burgess, *Treasurer*

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Matthew Toddy
Johanna Wise

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Warm Greetings from Senior Citizen Services!

In the turbulent times in which we live, or what some call the “new normal,” one mainstay has been our constant team of loyal volunteers. This year’s annual report celebrates these all-stars whose commitment and passion to help provide for our senior citizens is an inspiration to us all. We share the stories of some of our most valuable volunteers who are true team players, unselfishly striving for excellence, and never caring who gets the credit. That winning attitude continues to move SCS forward.

Now, as we enter into the 45th year of service to Atlanta’s senior citizens, our volunteers are more valuable than ever. Please consider this annual report to be a statement of our recent past, but also an invitation for you to join our volunteers to help us build a winning future! Feel free to call upon me at any time to discuss how we might work and play together.

Jeff Smythe
President and Executive Director



Dear Friends,

On behalf of the Board of Trustees and all stakeholders associated with our mission, I am pleased to present this annual report of performance and progress. The 2008-2009 fiscal year that concluded on June 30 marked a 17% increase in gross revenue versus the previous year, thanks to loyal contributors. This remarkable accomplishment was achieved against the reality of a tough economy, but buffered with a 16% increase in volunteers, and a fiscally responsible staff.

As we begin a new five-year strategic planning cycle, you will frequently see the word “stakeholder” used as we engage every possible group to plot our course. The volunteers whose dedication we salute in this report, as well as donors, clients, staff, corporate partners, foundations, government agencies, and collaborators, all have a stake in our future. Please feel free to call upon me or anyone at SCS if you would like to join in our noble mission, or to give us feedback as we serve our senior population.

W. Rhett Tanner
Chair, Board of Trustees

From audited financial information for Fiscal Year July 1, 2008 – June 30, 2009
For the complete audited Financial Statements, please visit www.scsatl.org.

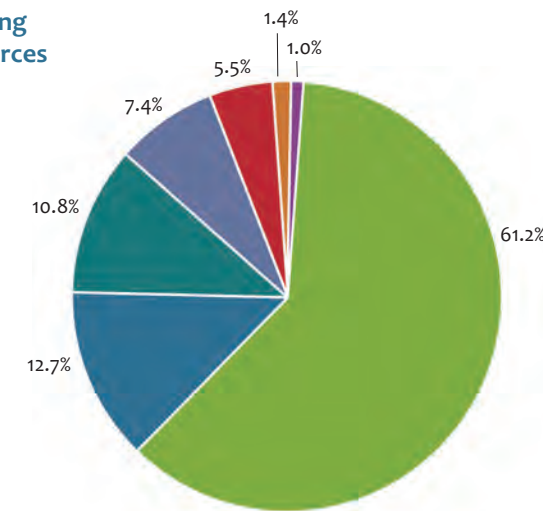
Sources of Funding

Government grants and contracts	\$1,631,150	61.2%
General contributions	338,176	12.7%
Special events (net)	287,412	10.8%
United Way of Metro Atlanta	196,626	7.4%
Office space rental and other fees	145,788	5.5%
Program service fees	39,114	1.4%
In-kind contributions	28,669	1.0%
	\$2,666,935	100.0%
Investment income (loss)	(175,561)	
	\$2,491,374	

IMPACT: Functional Spending

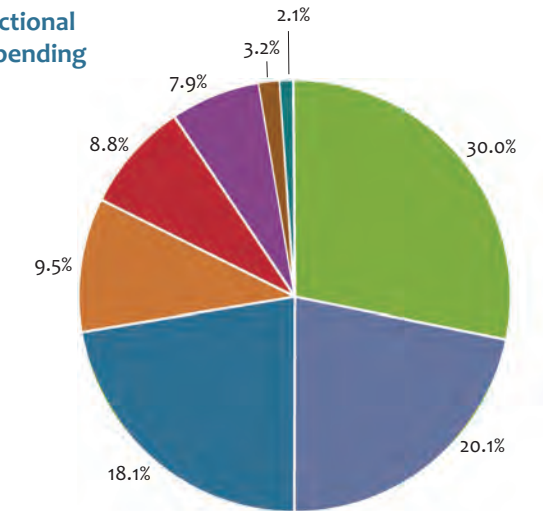
HOMES program	\$ 843,506	30.0%
Meals On Wheels Atlanta	559,655	20.1%
Neighborhood Senior Centers	505,120	18.1%
Marketing and fund raising	263,256	9.5%
Support and administration	247,359	8.8%
Adult Day Care Center	221,025	7.9%
Facility operations	88,759	3.2%
Volunteer Services/CareShare	56,962	2.1%
	\$2,785,642	100.0%

Funding Sources



- Government grants and contracts
- General contributions
- Special events (net)
- United Way of Metro Atlanta
- Office space rental and other fees
- Program service fees
- In-kind contributions

Functional Spending



- HOMES Program
- Meals On Wheels Atlanta
- Neighborhood Senior Centers
- Marketing and fund raising
- Support and administration
- Adult Day Care Center
- Facility operations
- Volunteer Services/CareShare

The Senior Citizens Foundation

The Senior Citizens Foundation was created in 1989 to supplement funding for critical capital improvements, innovations, and general operations. The Foundation contributes at least 5% of its balance to the agency on an annual basis. The asset balance as of June 30, 2009, was \$673,414.

16% Increase in Number of Volunteers

875 Individual Volunteers

44,799 Total Volunteer Hours Donated



Programs Report

For Fiscal Year 2008 – 2009



Mission Statement

To enable seniors to enjoy a high quality of life, maintaining their independence and dignity.



Programs Report For Fiscal Year 2008 – 2009

Meals On Wheels Atlanta provides meals to senior clients who live alone, are frail or homebound, limited by a disability, recently released from medical care, or otherwise do not have a support system to help with meal preparation.

- More than 87,000 meals delivered to more than 400 individual seniors
- More than 5,000 hours of service donated through 1,100 volunteer assignments
- Initiation of new satellite site pickup location to engage local community and congregations in delivery
- Initiation of new Meals-In-Motion grocery program in collaboration with Visiting Nurse Health System and the Atlanta Community Food Bank

Home Owner Maintenance and Enhancement for Seniors (HOMES) provides minor, moderate and major repairs, enhancements (inside and out), and household maintenance to keep seniors' homes warmer, drier, and safer.

- 300% increase in home repair projects completed
- 129% increase in the number of seniors helped
- More than 4,500 hours of service donated through 1,000 volunteer assignments
- Expansion of moderate and major repair programs, as well as repair services for middle-income seniors seeking assistance

Neighborhood Senior Centers provide social, health and wellness, arts and crafts, field trip, and educational opportunities for seniors.

- 155 seniors completed the Stanford Chronic Disease Self-Management Program
- Nearly 500 seniors attended centers for more than 268,000 hours of support and programming
- More than 14,000 hours of service donated through more than 2,000 volunteer assignments
- Expansion of Farmers Market program with Atlanta Regional Commission, ensuring seniors receive fresh fruits and vegetables more often

The Vivian T. Minor Adult Day Care Center provides a nurturing and stimulating environment that assists in delaying the effects of Alzheimer's and dementia.

- Consistently served nearly 30 seniors per month
- 100% of participants reported a "sense of decreased isolation"
- More than 10,000 hours of service donated through 138 volunteer assignments
- Program support enabled 19 seniors to remain in their homes for six months or more

CareShare and Referral Services support non-medical needs of seniors such as volunteerism, transportation, shopping, light housekeeping, visiting, and telephone reassurance.

- Supplied more than 600 seniors with caring and sharing services
- Provided more than 1,200 referrals to partner organizations for critical assistance

Please visit www.scsatl.org for additional information about our programs and their positive impact in Atlanta.

Special Events For Fiscal Year 2008 – 2009

A Meal to Remember 2008

The 21st anniversary of A Meal to Remember was held on November 7, 2008 at the Ritz-Carlton, Buckhead to raise money for Meals On Wheels Atlanta, delivering daily meals to homebound seniors in the metro area since 1970. The elegant black-tie reception theme, “An Evening in Vicenza,” celebrated the 500th anniversary of the birth of architect Andrea Palladio with the tastes of northern Italy.

Monica Dioda, Charlene Crusoe-Ingram, Mo Akbar – Chairs • 255 attended • \$361,500 Raised

Meals On Wheels Atlanta Golf Tournament

The eighth annual Meals On Wheels Atlanta Golf Tournament was held Monday, September 8, 2008, at the Capital City Club Crabapple. More than \$99,000 was raised, which funded more than 15,000 meals for homebound seniors in Atlanta.

Ransom James – Chair • 74 Golfers • \$99,400 Raised

Santa for Seniors

Santa for Seniors exemplifies the spirit of Santa by providing volunteers the opportunity to purchase new, inexpensive “senior friendly” items such as blankets, robes, slippers, magnifying glasses, and many other gifts that can be given to seniors during the holidays and other special occasions.

Jill Berry, Dottie Smith, Jade Sykes – Chairs • More than 500 Gifts Collected and Distributed
185 Combined Attendance for Both Events • \$5,590 Raised

SWEEP! Day 2009

On Saturday morning, April 25, volunteers “swept” through several neighborhoods in Atlanta to perform home improvements inside and out. Improvements included painting (interior and exterior), yard maintenance, gutter cleaning, grab bar installation, and minor carpentry.

312 Volunteers • 1,248 Volunteer Hours Provided • 15 Home Sites • 105 Projects Completed

geneRACetion 5k Walk/Run

SCS and Rainbows Georgia held an exciting geneRACetion 5K Run/Walk which benefited two generations: seniors and children. On May 16, 2009, at Atlanta’s Grant Park, more than 150 runners and walkers showed their support for the geneRACetion 5K Run/Walk.

Dan Popovic – Chair • 152 Runners and Walkers • \$19,100 Raised

Corporate Sponsors contributing \$4,000 or more

3PD, Inc.
A Legendary Event
AnnCox Foundation
Arcapita
Axxess Partners
Bank of America
BNY Mellon Wealth Management
Burger King/Coca-Cola
Cannon Express
Cox Enterprises

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Eve Partners
Fidelity Bank
Frabel Studio
Kaiser Permanente
King & Spalding
The Ray M. and Mary
Elizabeth Lee Foundation
Marsh, USA
MaxMedia

Morgan Keegan
Neiman Marcus
residenSea/The World
Shapiro Capital
Silver Point Capital
Snodgrass Foundation
The Ritz-Carlton, Buckhead
Tony Brewer and Company
United Distributors

Please view additional event sponsors at www.scsatl.org.



Special Events

For Fiscal Year 2008 – 2009



Strategic Goals 2005–2010

Results

For Fiscal Year 2008–2009

TEAM SCS

Tenille Johnson

Volunteer for HOMES since 2008

Age 21

Why do you volunteer?
To give of myself in order to be of service to others

What do you especially love?
I enjoy coordinating volunteers to help with the home repair and maintenance needs of seniors.

Fun Fact!
I attend Georgia State University. I am studying to become a social worker.

TEAM SCS

Earnestine Colvin

Volunteer for Dogwood Senior Center since 2006

Age 56

Why do you volunteer?
To be an information resource to seniors

What do you especially love?
Dogwood Senior Center

Fun Fact!
Helping seniors with Federal and State paperwork; liaison with area churches

TEAM SCS

Arthur Harris

Volunteer for Meals On Wheels Atlanta since 2008

Age 83

Why do you volunteer?
I am constantly reminded how lucky I am compared to those less fortunate.

What do you especially love?
Buckhead delivery route!

Fun Fact!
In 2007, became the oldest graduate in the history of Kennesaw State University

Innovation, Optimization, and Training

To nurture/establish a community of expertise that produces innovative programming to optimize service to/for seniors

- Developed community-driven meal delivery initiative in Hollowell Corridor and piloted Meals-In-Motion grocery program
- Created three-tiered Home Repair Services system to include minor, moderate, and major repairs, replacements, and modifications
- Trained Senior Center staff, resulting in four Chronic Disease Self-Management Masters Trainers and eight Tai Chi trainers; provided full staff with training in mental health
- Completed Community Foundation for Greater Atlanta's "Managing For Excellence" program, ensuring best practices in more than 50 aspects of non-profit organization

Expansion and Collaboration

To include broad segments of the senior community in programs and services

- Completed merger with Northside Shepherd's Center, providing greater stability for north Atlanta seniors and programs, and greater involvement in faith-based communities for SCS
- Launched pilot phase of "We Care Home Repair," providing high-quality, low-cost home repair and handyman services to middle-income seniors
- Co-presented "Collaboration, Wellness, and Senior Centers" at Aging in America National Conference in March 2009 with Emory's Fuqua Center for Late Life Depression, Arthritis Foundation, and National Institute on Aging
- More than 155 seniors completed Stanford Chronic Disease Self Management program through nine partner collaboration
- Expanded collaboration with Jewish Federation to provide electric fans to more than 1,800 seniors in 102 zip codes state-wide in conjunction with more than 40 organizations

Volunteerism

To adapt the organization to a volunteer-driven model of service delivery

- Volunteers donated an average of 51 hours per person
- More than 44,000 volunteer hours donated
- 50% increase in the number of routes delivered by Saturday volunteers
- Placed first AmeriCorps Vista Volunteer, providing full-time volunteer support for 12 months
- Increased engagement in neighbor-to-neighbor meal delivery

Fund Development and Financial Stability

To attract and cultivate a broad spectrum of resources that ensures financially sustainable operations

- 17% increase in overall revenues for the year, largely due to increased grants for critical needs
- 89% increase in Fulton County Human Services funding
- Secured \$1 million contract for large-scale home repair
- Initiated successful new 5K Run/Walk fundraising collaboration
- Added PG Calc software on website for major gift illustrations
- Established The 1965 Society and donor giving levels to further recognize donor generosity
- Leveraged facilities and rental opportunities to generate more than \$140,000 in earned revenue

Stakeholder Engagement and Appreciation

To foster an environment where the contributions of staff, volunteers, contributors, clients, caregivers and their families are valued

- Improved processes for volunteer and donor data management, cultivation, and acknowledgement
- Improved number of and quality of trainings provided to entire SCS staff, including Certified Aging in Place Specialist, LEAD Institute, Meals On Wheels Association of America Young Leaders, Aging in America, Aging Services Georgia Emerging Leaders Training (ASG NEXT), and more than 32 additional trainings
- Developed broad range of volunteer appreciation initiatives including donor-supported incentives and National Volunteer Week recognition

Visibility

To raise the organization's visibility within various communities

- 63% increase in media coverage, including CNN, WXIA-TV (11), WSB-TV (2), WGCL-TV (46)
- 151% increase in unique visitors to SCS website compared to previous years, due in part to placement of 50 external links to SCS events
- Created monthly e-newsletter for more than 2,500 email addresses
- Initiated social networking, including Twitter, Facebook and "Empowering Independence" blog
- Completed Phase II of visibility grant provided by anonymous donor and SCS Board in 2008

SCS Contributors

For Fiscal Year 2008 – 2009

Named Opportunities



Mrs. Sandra Baldwin

The SCS Independence Medal

The SCS Independence Medal is presented annually to our Board Members who give or raise \$15,000 or more within the fiscal year, in addition to countless hours of counsel and service.

This year's medal recipients are:

Mrs. Sandra Baldwin	Mr. Ransom James	Mr. Irwin Teich
Mrs. Louise Billian	Mr. Alan Kleeman	Mr. Matthew Toddy
Mr. Jack Draughon	Mrs. Monica Pearson	Mr. Harry Shapiro

Annual Fund

SCS recognizes its individual supporters of the Annual Fund, making donations to sustain and support our seniors. One hundred percent of SCS employees contributed to the Annual Fund!

- | | | | |
|-----------------|--|----------------|---|
| Champion | Mr. and Mrs. Alan Keeman
Dr. and Mrs. Howard Krone
Mr. and Mrs. Irwin Teich
Mrs. Sara S. Thomas-Candler | Builder | Mr. Jonathan Barber
Mrs. Jeanne L. Berry
Ms. Veronica Biggins
Mr. and Mrs. Robert Boltax
Mr. and Mrs. Alfredo Bonilla III
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Ms. Louise S. Gunn
Mr. Rockwell Hunter and
Ms. Sabrina Sexton
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Dr. Deborah Lee
Mr. and Mrs. David M. Ratcliffe
Ms. Sharon T. Silva |
| Guardian | Mr. and Mrs. Tom Bagwell
Mr. and Mrs. Daniel Baldwin
Mr. and Mrs. Douglas C. Billian
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Mr. Tom Jewell
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Mr. and Mrs. Carsen Wallace
Mr. and Mrs. Jeff Watkins
Ms. Johanna Wise and
Mr. Jeff Mekolites
Mr. and Mrs. Erwin Zaban |
| Advocate | Mr. Mohammed Akbar and
Mr. Edward C. Stephenson
Ms. Kathryn Arnett and
Mr. John Mellon
Mrs. Michael C. Carlos
Mr. and Mrs. Jaime Conahan
Ms. Charlene Crusoe-Ingram and
Mr. Earnest Ingram
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Mr. and Mrs. Don A. Mazursky
Mr. and Mrs. Thomas Rosencrants
Mr. Jack Sawyer and
Dr. William Torres
Mr. and Mrs. Harry Shapiro
Mr. and Mrs. Peter Abreu | | |

Individual Annual Fund Giving Levels

Visionary	\$24,001 and above
Champion	\$12,001 to \$24,000
Guardian	\$6,001 to \$12,000
Advocate	\$3,601 to \$6,000
Builder	\$1,201 to \$3,600
Provider	\$601 to \$1,200
Sustainer	\$361 to \$600
Supporter	\$241 to \$360
Friend	\$121 to \$240
Contributor	up to \$120

We thank those individuals, corporations, foundations, and trusts whose permanently named opportunities are a tribute to their generosity and to our senior citizens.

Meals On Wheels Atlanta Named Routes

The Billian Meals On Wheels Atlanta Route
(In Honor of Louise and Douglas Billian)

The Frances H. Rossman Meals On Wheels Atlanta Route
(In Memory of Frances Rossman)

General Named Opportunities

- Francis L. Abreu Charitable Trust
- Lee Patterson Allen
- In Memory of John N. Arnett
- BellSouth
- Mary Allen Lindsey Branan Foundation
- The Honorable Anne Cox Chambers
- Coca-Cola Foundation, Inc.
- Mr. and Mrs. Sharon R. Denney
- John and Mary Franklin Foundation, Inc.
- Philip and Irene Toll Gage Foundation
- The Georgia Power Foundation
- IBM Corporation
- James R. Kuse Foundation
- Ray M. and Mary Elizabeth Lee Foundation
- Livingston Foundation
- Mr. and Mrs. Julius R. Lunsford, Jr.
- Lewis and Faye Manderson
- Harriet M^cDaniel Marshall Trust
- Metropolitan Atlanta Community Foundation
- NationsBank
- Patterson-Barclay Memorial Foundation
- The Rich Foundation
- Ida A. Ryan Charitable Trust
- William F. Shallenberger Trust Foundation
- Mrs. J. Lucian Smith
- SouthTrust Bank of Georgia
- Turner Broadcasting System, Inc.
- UPS Foundation
- Waffle House, Inc.

Senior Citizen Services conveys its heartfelt thanks to the many persons who generously contributed their valuable resources for our seniors during the 2008–2009 fiscal year. Diligent effort has been made to accurately list all our benefactors through June 30, 2009. If, however, an error or omission has been made, please accept our apology and notify Jeff Smythe at jsmythe@scsatl.org or directly at 404-351-2397. For change of personal information, please contact Jaclyn Barbarow at jbarbarow@scsatl.org or directly at 404-351-6233.

Please view the entire Annual Report at www.scsatl.org, News & Calendar, which lists and pays tribute to all our Annual Fund donors, foundation supporters, planned gift donors, volunteers, government/public partners, corporate donors, capital campaign donors, honorary/memorial donors, matching gift companies, employee donors, and gift-in-kind donors.

