

SENIOR CITIZENS SERVICES, INC. VIA HEALTH, FITNESS AND ENRICHMENT CENTER

2017-2018 Annual Report to the Community

For almost five decades, Senior Citizens Services (SCS), Inc. has been serving our community's seniors and their families. SCS began as a small operation in a gas station on Springhill Avenue in the 1970's, the vision of community leaders and advocate Mary Abbie Berg. The organization then moved in 1990 to the Ahavas Chesed Synagogue, gifted to the organization to be able to expand programs and services. In 2007, SCS underwent a significant expansion and was re-named the Via Health, Fitness and Enrichment Center - Arlene F. Mitchell Campus.

The Via Center is a true community-based Center, serving more than 49,000 seniors and community users each year through health, fitness and enrichment programs and Community Needs Outreach Division services.

Our leadership, staff and volunteers continue to expand our programs and services to ensure we are meeting the needs of the community. Here are a few of our new initiatives launched in the last year:

- **Veterans Programs and Services**

Via loves our Veterans! We continued to provide more than 100 scholarships to our Veterans, through a grant secured from a state foundation. Through our new partnerships with Veterans organizations, we are establishing a specialized Veterans daycare initiative. And, we held our 1st annual Veterans Commemorative Ceremony for our heroes.

- **The Via Center as a Pickleball Center**

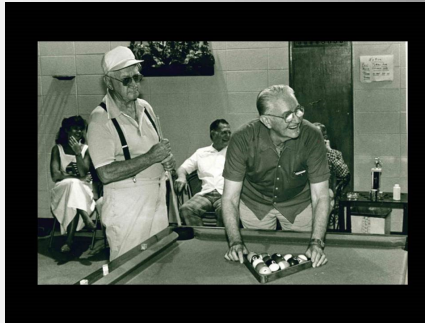
Pickleball (a paddle sport combining elements of badminton, tennis and table tennis) is the fastest growing sport among seniors. Via has become a premiere Pickleball Center, holding beginning and advanced classes and hosting tournament league play.

- **Increased Hours of Operation**

Due to community demand for fitness classes and weekend use of our Fitness Center, the Via Center is now open on Saturdays from 8:00 a.m. - 12:00 p.m. We average 50 users each Saturday.

- **Intergenerational Programs**

Through our partnership with the University of South Alabama, the Center for Generational Studies (CGS), we received our second year of research grant funding through the National Institutes of Health. We are now home to summer youth camps in basketball and Pickleball, and we hold joint programs in art and music.



HEALTH • FITNESS • ENRICHMENT

**A COMMUNITY CENTER
FOR OLDER ADULTS**

OUR LEADERSHIP

Mr. Ben Meisler

Dr. Roma Stovall Hanks

Mr. Charlie Brown

Mrs. Beth Thomas

Mr. Ola Anise

Mrs. Cathy Wagner

Mrs. Jani Handwerger

Mr. Randy Fausak

Mrs. Audrey Goldberg

Mr. F. Grey Redditt, Jr.

Mrs. Ellen Alves

Ms. April Boudreaux

Mrs. Dorothy Dorton

Mr. Lance Williams

Mrs. Arlene Mitchell

Mr. Herbert Meisler

FROM THE EXECUTIVE DIRECTOR

Team Via: Our Community Delivers a Win for Seniors



DEANNA MURPHY
EXECUTIVE DIRECTOR

Last year, in this update, I outlined some ambitious goals for the Via Center. Our Center is a life-blood to thousands of seniors and their families in our community - 49,000 each year to be exact. When members of the community visit the Via Center for the first time, they are amazed at the magnitude of our facility - a 40,000 square-foot facility with a gymnasium, fitness center, auditorium, library, computer lab, billiards room, café, art and ceramic rooms, classroom space, administrative offices and large parking area.

A facility this large is a constant challenge to maintain, but maintenance and upgrades are essential. Our goal was to reach out to the community to generate funding for our much-needed capital improvements. And, we are pleased to let you know that our community came through for our seniors! Mobile County Commissioners Jerry Carl, Connie Hudson and Merceria Ludgood, District 2 Representative Levon Manzie and the Mobile City Council, the Alabama Power Efficiency Forward Program and local foundations made an investment in our Center's members and users health and safety.

We were able to: repair and/or replace seven of our HVAC units; replace HVAC units critical for our Veterans Daycare initiative; install new Fire Safety Doors in the cafeteria and auditorium; replace our old parking lot security lighting, critical for safety for evening events; replace our front doors; and upgrade our outdated gymnasium lights with a new LED system that is already a cost savings to the Center.

In addition, we had a long-time member and volunteer step up to serve as our Volunteer Manager of Building Projects. The use of our wonderful volunteers helps reduce operating fund costs, and this member assists with oversight and managing project details.

To say "thank you" to these community supporters never seems adequate, but please know that we are very grateful for all of your support. We will make the most of your investment by continuing to improve the programs and services we provide to seniors and community users.

THANK YOU VIA CENTER VOLUNTEERS

Each year, Via utilizes the time of our amazing member volunteers. In 2017-2018, our volunteers saved the Via Center \$98,925 in staff costs.

Joan Inge	Judy Gammage
Betty Havard	Bob Blanchette
Bob Stanley	Carolyn Durant
Chuck Hrabe	Donna Powers
Dorothy Mollise	Edison Wiley
Gail White	Gloria Meins
Jim Spangler	Joyce Delaney
Julia Sylvester	Karen Connor
Lila Simmons	Lynda Burkett
Mary Jo Hrabe	Norma Morris
Perrin Davis	Ronnie Doggett
Ruby Lewis	Russ Culler
Sandra Hathaway	Sharon Sokol
Sheila Tribbitt	Sissy McCoy

A special thank you to AARP Chapter 56 for their support of Center events!

VIA CENTER STAFF

Deanna Murphy, Executive Director
Sherry Riley, Director of Finance/Operations
Barbara Estes, Director of Resource Development
Lynn Hudson, Member Services Manager/
Community Resources
Crystal Ellerbee, Membership/Community Resource Assistant
Tori McKinley, Welcome Desk Attendant/Evening
Linda "LJ" Bush, CNA, GrandFriends Program Coordinator
Lula Ifill, GrandFriends Program Assistant
Tomika French, GrandFriends Attendant
LaTerrica Wheat, CNA, GrandFriends Attendant
Ieshia Caver, Housekeeping
Stephen Foots, Fitness Instructor
Elena Boykin, Fitness Instructor
Irene Callaway, Fitness Instructor
Gerry Lowe, Fitness Instructor
Lynne Weeks, Art Instructor
Bobby White, Transportation Services
Peter Inge, Transportation Services
Chris Breaux, Rental Attendant

DONORS: WE COULDN'T DO IT WITHOUT YOU

SPECIAL EVENTS

AARP Chapter 56
AARP of Alabama
Alabama Power
Area Agency on Aging
Azalea City Credit Union
Badham & Buck
Century Bank
Franklin Primary Health Center, Inc.
Joe Bullard Automotive
Lisa Mitchell Charitable Foundation
Maynard, Cooper & Gale
Mr. & Mrs. Elizabeth & Grey Redditt
Mr. and Mrs. Ben and Laura Meisler
Mr. and Mrs. Bruce and Cathy Wagner
Mr. and Mrs. James and Joy Grodnick
Mr. and Mrs. Jean and Randy Fausak
Mr. and Mrs. Max & Audrey Goldberg
Mr. Ben and Bert Meisler
Mr. Bill Woolley - Via Member
Mr. Howard Hamilton
Mrs. Arlene F. Mitchell
Mrs. Edna Litton - Via Member
Mrs. Lynda Burkett - Via Member
Mrs. Melissa Zoghby
Prestige Partners
Shields Insurance Agency, Inc.
Smith, Dukes & Buckalew LLP
St. James Major Catholic Church
Volkert

BUSINESSES & ORGANIZATIONS

Advantage Medical Supply
Aging in Alabama
AIDS Alabama South
Alabama Institute of Deaf and Blind
AltaPointe Health
American Advisors Group
Area Agency on Aging
AseraCare Hospice
AVON
Bath Fitter

Beltone
Blue Cross Blue Shield of Alabama
Catholic Social Services
Cigna HealthSpring
Client First Solutions
Comfort Keepers
Community Insurance Partners
Corsentino Chiropractic
Costco Wholesale
Crowne Healthcare of Mobile
Dauphin Way Assisted Living
Deep South Shoppe
EcoView Doors and Windows
Feeding the Gulf Coast
Gulf Coast Exploreum
Healthy Weight 4 Me
homecare COMPANIONS
InSpire U
Mary Kay Cosmetics
Mercy LIFE of Alabama
Miracle-Ear
Mobile County Health Department
Mobile Memorial Gardens
National Education Retirees Association
Nationwide - Adrienne L. Tucker and Associates
New York Life Insurance Companies
Palm Gardens Health and Rehabilitation
Personalized Health Solutions, LLC
Pine Crest Funeral Home & Cemetary
Premier Medical
Radney Funeral Home
Rite Aid Pharmacy
Senior Blue Book
Senior Companion Program
Someryby of Mobile
Team Adaptive
The Ladd Firm, LLC
TOPS
Touch of Love Sitter
Touching Hearts Senior Care
United Healthcare
VIVA Health Café



A SPECIAL RECOGNITION FOR YOUR SUPPORT

- Alabama Bulk Terminal.....for beautifying our landscaping, parking lot and Adult Daycare courtyard
- Shields Insurance Company.....for donating a portion of company profits to the Via Center
- The Family of Cary T. Hamilton....for making a generous donation to the our seniors
- Commissioners Jerry Carl, (D-3), Connie Hudson (D-2) and Merceria Ludgood (D-2)...for helping us with our critical capital needs
- District 2 Representative Levon Manzie , City of Mobile.....for being the leading supporter of the Via Center
- University of South Alabama, Department of Sociology, Anthropology and Social Work...for assisting with grant projects and the Center for Generational Studies Annual Senior Conference
- Humana...for supporting our 1st Annual Veterans Commemorative Ceremony and Health Expo
- AARP of Alabama...for universally supporting all Via Center events

VIA FUNDING AND EXPENDITURES

The Via Center is not fully funded by the City of Mobile, as other senior centers in our community are. We were established as a private, non-profit organization in 1971. We currently receive only a portion (19%) of our funding from the City of Mobile - support for seniors that we are very grateful for.

The majority of our funding comes through competitive grants, performance contracts, special event income, fees for services and donations from area businesses and individuals. We do charge a small membership fee, which is covered by insurance plan programs for most of our members.

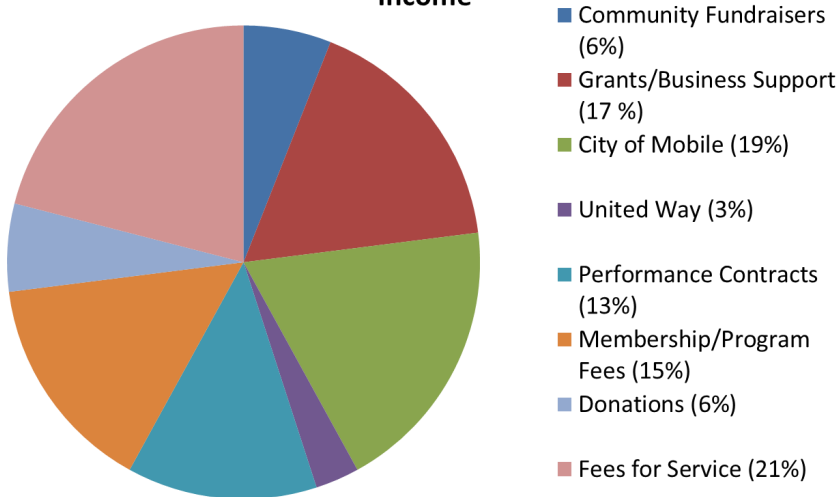
Our cost - per member per year - to provide services is \$693. However, our average membership fee is only \$123 annually. We will continue to work to keep membership and program fees low, with support from our members, users and the community.

FINANCIAL REPORT

ASSETS	
Cash	\$49,110
Receivables	\$0
Prepaid expenses	\$22,168
CFSA Endowment Fund	\$252,583
Property and equipment	\$2,585,390
TOTAL ASSETS	\$2,940,457

LIABILITIES	
Accounts Payable	\$24,702
Accrued wages/vacation pay	\$12,542
Line of credit	\$31,653
Note payable	\$963,192
Net assets - unrestricted	\$1,772,966
Net assets - restricted	\$119,349
TOTAL LIABILITIES/NET ASSETS	\$2,940,457

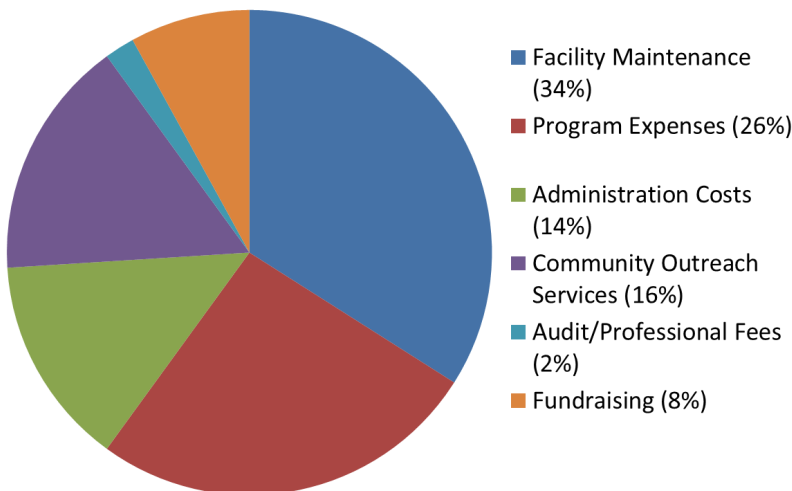
Income



Performance Contracts

*Mobile County
SARPC - Area Agency on Aging
Mobile Housing Board
CDBG*

Expenses



Community Outreach Services

*GrandFriends Adult Daycare Program
Emergency Food Pantry
Transportation
Information & Referral
Veterans Programs
Neighbor-to-Neighbor Call/Check-In
Senior Public Housing Sites
Corporate Wellness
Healthy Living Expo
Cafeteria
Intergenerational Programs
Community Rentals*

BY THE NUMBERS

VIA CENTER PROGRAMS AND COMMUNITY NEEDS OUTREACH SERVICES

- ◆ Seniors participated 4,635 times in preventative health screenings and educational classes
- ◆ Our Wellness Program Seminars, services and consulting provided assistance to more than 460 seniors at the Via Center and public housing communities
- ◆ More than 200 flu vaccines were administered at no cost to members
- ◆ More than 5,000 meals were served in the Via Center cafeteria
- ◆ Our Fitness Center was utilized 13,823 times and fitness programs were utilized 10,123 times
- ◆ Our recreation programs served 7,077 seniors
- ◆ 300 students and their families participated in intergenerational programs, including arts and crafts, musical programs, Mardi Gras parade and other community activities
- ◆ More than 16,800 hours of care were provided for our GrandFriends Adult Daycare program, assisting families with loved ones who have Dementia and other physical challenges
- ◆ More than 100 professional, civic and community groups utilized our facility for their programs and functions through our cost-effective, professionally staffed facility rental program
- ◆ More than 4,000 volunteer hours were worked in order to reduce staff cost expenditures, resulting in a savings to the Via center operations of \$98,925
- ◆ More than 1,200 one-way transportation trips were provided to seniors unable to drive
- ◆ Our staff provided case management assistance to 10,490 seniors
- ◆ Our Emergency Food Pantry fed 120 hungry families
- ◆ Our Via Center membership increased by 20%
- ◆ More than 100 Veterans were provided with free membership scholarships and Veterans Program participation increased by 40% with new programs
- ◆ Community Needs Outreach Division programs provided 2,202 units of services

MISSION STATEMENT

The Via Health, Fitness and Enrichment Center promotes a healthy, active, independent lifestyle among older adults. Via advocates, teaches and leads healthy and safety-related aging programs and initiatives for the surrounding community.

VISION STATEMENT

Via provides wellness programs, family and individual support services and aging solutions. Via is a dedicated advocate for mature adults and the challenges of health and aging.

Via Health Fitness and Enrichment Center
Arlene F. Mitchell Campus
1717 Dauphin Street, Mobile, AL 36604
Phone: 251.478.3311
Fax: 251.470.5233
Email: info@viamobile.org
Web: www.viamobile.org



THANK YOU COMMUNITY PARTNERS



Community Partners are businesses and organizations that support our valuable work through making an investment in the Via Center, in return for member engagement opportunities and marketing benefits.

Mobile Memorial Gardens
VIVA Medicare Café
United Healthcare
Blue Cross Blue Shield of Alabama
Palm Gardens Health & Rehabilitation
Sommerby of Mobile
Crown Healthcare
Senior Blue Book
Humana
Small's Mortuary