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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
1625 Northport Drive #125
Madison, WI 53704
(608) 243-5252
(608) 243-5259 Fax
www.nescoinc.org
info@nescoinc.org



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North/Eastside SENIOR Coalition



2012 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)	15,679
Information & Referral Contacts	6,655
Volunteer Hours	8,050
Summer Concerts Attendees	2,180
NESCO Members	902
Senior Dining Participants	445
Total Volunteers	305
Case Management Clients	352
African American Senior Adults	147
Home Chore Clients	110
Latino Senior Adults	120
Senior Program Events (duplicated)	586

2012 Programs

Bird/Nature Walks	Brain Aerobics
Card-Making Club	Driver Safety Class
Educational Lectures	Euchre Tournaments
Exercise Groups	Fashion Shows
Free Chair Massages	Live Music
Medication Management	Senior Day Trips
Nutrition Education	Senior Explorers Club
Senior Prom	Senior Issues
Sewing Circle	

Flu Shots/Foot Care & Blood Pressure Clinics
 Food Pantry Delivery for Home Bound Seniors
 Caregiver Support Group
 NESCO Website/Blog/Facebook/Twitter
 Multicultural Senior Health Fair
 Family Caregiver Resource Fair
 Computer Classes (English and Spanish)
 Book Club & Exchange
 Living Well With Chronic Conditions Classes
 (Spanish)

Financial Report

Revenues (by source)

Dane County	222,329
City of Madison	151,844
United Way of Dane County	56,812
Grants	97,640
Memberships	13,324
Interest	1,218
Memorials and Contributions	1,430
Fundraising	24,337
Donations	15,938
Golden Times Ads	14,940
Summer Concerts	3,955
Trips	<u>3,959</u>
Total	607,726

Disbursements (by program)

Administration	105,120
Summer Concerts	6,901
Grant Projects	40,609
Senior Programs	35,772
Case Management	219,254
Supportive Home Care	11,981
Cultural Diversity	63,632
Home Chore	38,822
Nutrition	<u>79,372</u>
Total	601,463



Highlights

- NESCO Volunteer Polly Hartman was awarded a **North Star Award**
- Yolanda Salazar received the Centro Hispano **Community Leadership Award**
- Awarded United Way's **Top Employee Engagement Award** for the highest percentage participation in their 2012 campaign (organizations with 5-25 employees)
- 2,491 hours of case management services were provided
- 1,850 hours of home chore services were provided by 178 volunteers and helped 90 seniors
- Sponsored Intergenerational programs: 6th Grade Essay Contest, Senior Prom, and Talent Show
- \$11,970 (net) was raised at the **12th Annual AppleFest** with over 1,500 attending; other fundraising activities included: summer concert concessions/donations, 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, 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
- **19th Annual Summer Concert Series** sponsored by Alliant Energy Foundation, M&I Bank, Dane Arts, Door Creek Church, Evjue Foundation, Madison Arts Commission, Madison Mallards, Oak Park Place, Thrivent Financial for Lutherans, Dennis Tiziani, and Westmont Law Offices