

## Board of Directors

Jan Somerfeld, *President*

Rick Webster, *Vice President*

Alison Lindsay Mares, *Secretary*

Walter Sego, *Treasurer*

Rosemary Bass, *Emeritus*

Polly Hartman

Michael Maresh

Linda Jallings

Carol Peterson

Dolores Kester

Paul Van Rooy

Lana Kinning

## Citizen Reps

Maren Beermann, *Personnel Committee*

Mary Hill, *Personnel Committee*

Lesleigh Luttrell, *Finance Committee*

Rolfe Nervig, *Marketing/Fundraising Committee*

Cindy Schmelzer, *Personnel Committee*

Paulette Siebers, *Personnel Committee*

Helen Taylor, *Personnel Committee*

Diane Walder, *Marketing/Fundraising Committee*

Laurie Wegger, *Personnel Committee*

## Staff

Jim Krueger, *Executive Director*

Alyssa Bordeleau

Yolanda Salazar

Pam Bracey

Drew Simonsen

Provie Brenz

Laura Sherrington

Cortney Doescher-Hino

Kate Shenker

Kathy Esser

Margie Groom

Polly Hartman

Katie Kluesner

Noreen Maass

Nhia Moua

Sarah Oestmann

Lynne Robertson



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  
Phone: (608) 243-5252  
Fax: (608) 243-5259  
[www.nescoinc.org](http://www.nescoinc.org)  
[info@nescoinc.org](mailto:info@nescoinc.org)



# North/Eastside SENIOR Coalition



## 2013 Annual Report

A Unit of the National Council on Aging



## WASC

State Accredited by

Wisconsin Association of Senior Centers

## Program Report



Lunches Served (all 3 sites)	16,024
Information & Referral Contacts	5,143
Volunteer Hours	8,835
Summer Concerts Attendees	2,260
NESCO Members	805
Senior Dining Participants	418
Total Volunteers	319
Case Management Clients	301
African American Senior Adults	166
Home Chore Clients	90
Latino Senior Adults	128
Senior Program Events (duplicated)	626

### 2013 Programs

Bird Talk/Nature Walk	Memory Screenings
Card-Making Club	Energy Savings
Educational Lectures	Euchre Tournaments
Exercise Groups	Fashion Shows
Free Chair Massages	Live Music
Medication Reviews	Senior Day Trips
Nutrition Education	Senior Explorers Club
Senior Prom	Stepping On Class
Free Mending Service	Cooking Class
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	\$214,831
City of Madison	151,845
United Way of Dane County	59,284
West/South Madison Coalition	50,803
Grants/Sponsorships	44,524
Memberships	13,801
Interest	1,144
Memorials and Contributions	1,240
Fundraising	19,884
Donations	9,281
Golden Times Ads	13,500
Summer Concerts	4,970
Trips	<u>3,221</u>
<b>Total</b>	<b>\$598,516</b>

### Disbursements (by program)

Administration	\$131,953
Summer Concerts	7,699
Grant Projects	16,654
Senior Programs	35,672
Case Management	212,675
Supportive Home Care	11,981
Cultural Diversity	63,633
Home Chore	38,822
Nutrition	<u>79,372</u>
<b>Total</b>	<b>\$598,461</b>



## Highlights

Yolanda Salazar, Latino Cultural Diversity Program Specialist, received the Church Women United's **2013 Humanitarian of the Year Award**

NESCO was Awarded United Way's **Top Employee Engagement Award** for the highest percentage participation in their 2013 campaign (organizations with 5-25 employees)

2,764 hours of case management services were provided

1,850 hours of home chore services were provided by

170 volunteers and helped 90 seniors

Sponsored Intergenerational programs: 6th Grade Essay Contest, Senior Prom, and Talent Show

\$11,966 (net) was raised at the **13th Annual AppleFest** with over 1,500 attending; other fundraising activities included: Summer Concert concessions and donations, greeting card and Bucky Book sales, Madison Marathon and Brat Fest volunteers

Local businesses offered NESCO member benefits: Benevento's, Boomerangs Resale Store, Brat & Brau, Café La Bellitalia, Cambria Suites, Culver's of Northport, Einstein Bros. bagels, 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, BMO Harris Bank, Boomerangs & Door Creek Church, Dane Arts & Dane Co. Cultural Affairs Commission, Evjue Foundation, Madison Arts Commission & WI Arts Board, Madison Mallards, Oak Park Place, Thrivent Financial for Lutherans, and Dennis Tiziani.