

DIRECTOR'S REPORT

Deborah Greenwood, Director of Senior Services, Prepared for: August 15, 2024

ADMINISTRATION

JULY 2024

Enrollment

During July, the COA acquired 19 new patrons –10 are Wellesley residents and 9 are non-residents. Of these, 10 are in the 60-69 age group, 6 are in the 70-79 age group, and 3 are in the 80+ age group. Additionally, 14 new patrons are female, and 5 are male. Of the 615 registered patrons, 497 were Wellesley residents and 118 were non-residents.

Sign-Ins/Attendance

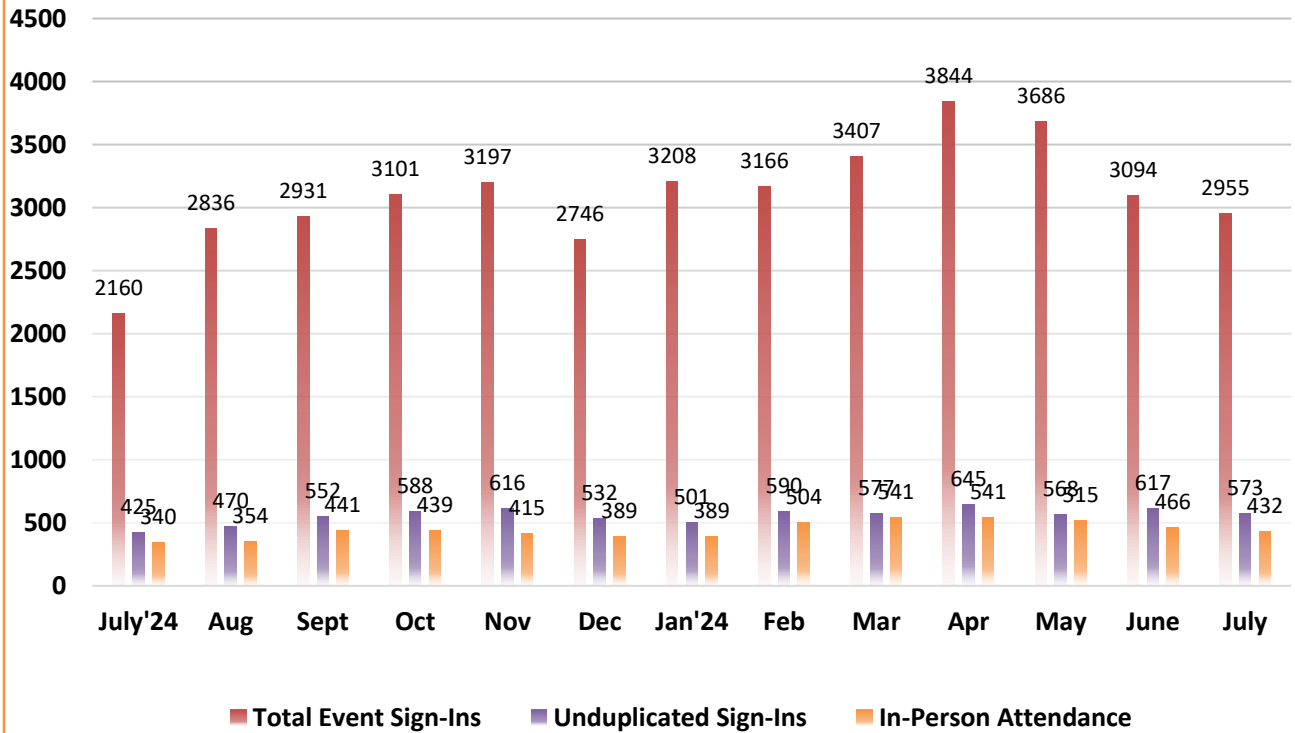
We had 2955 total Event Sign-Ins with 573 active patrons for the entire month. Of the sign-ins:

- 1539 were in-person “swipes” entered by 432 different patrons.

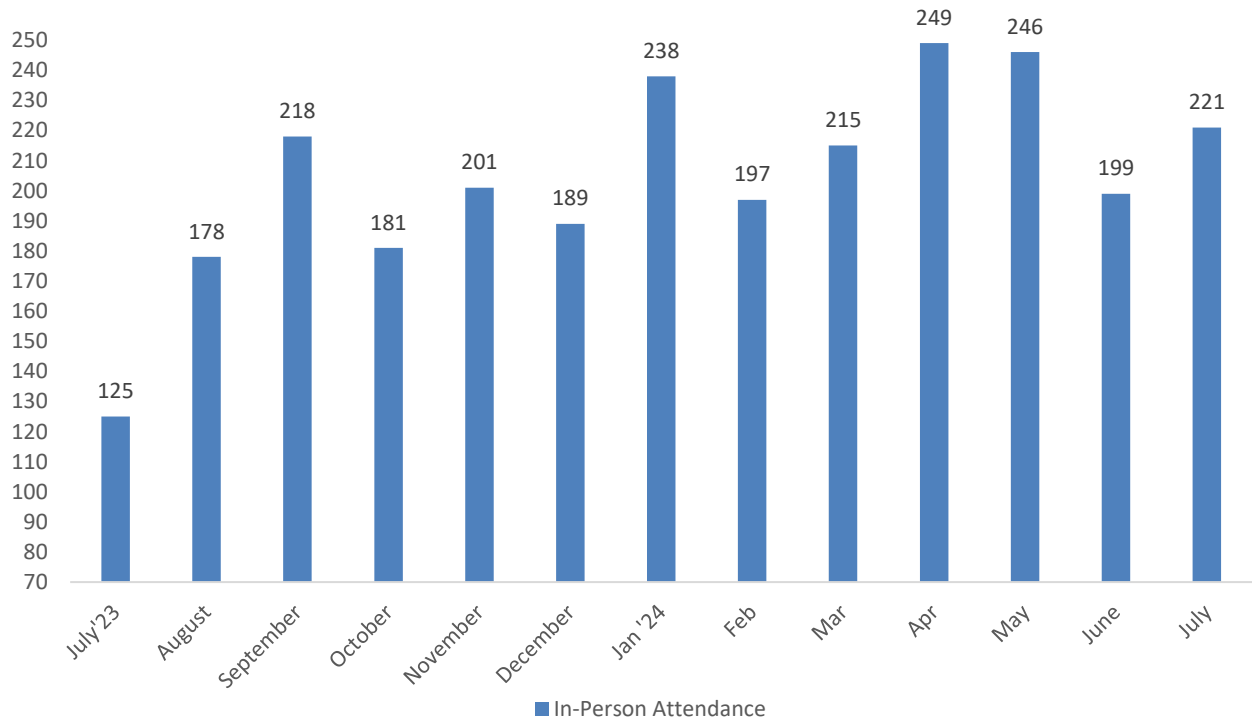
Programming Stats

- | | |
|--|--------------------|
| • Community Education - 53 | (51 unduplicated) |
| • Cultural Events – 286 | (117 unduplicated) |
| • Fitness Center usage – 287 | (67 unduplicated) |
| • Fitness Instruction – 786 | (167 unduplicated) |
| • Health Screening/Health Education – 62 | (56 unduplicated) |
| • IT Tech Assistance – 22 | (18 unduplicated) |
| • Recreation/Socialization – 1102 | (308 unduplicated) |
| • Outreach –136 | (66 unduplicated) |
| • Group Support/Day Trips - 12 | (12 unduplicated) |
| • SHINE appointments – 10 | (10 unduplicated) |
| • Lunch Attendance – 221 | (49 unduplicated) |

EVENT PARTICIPATION



Lunches



JULY GIFTS

\$448.48	Friends of the Wellesley COA	Coffee Subsidy July 2024
\$704.00	Friends of the Wellesley COA	Lunch Subsidy July 2024
\$1,088.00	Almira Simons Fund	Simons Lunch July 2024
\$1,294.00	Almira Simons Fund	Programming/Scholarship July 2024

Non-monetary Donations:

\$50 Friends of the Wellesley COA

Amazon Gift Card on July 17, 2024

PERSONNEL/OPERATIONS

Kathryn Savage will be starting as our new Assistant Director August 26, 2024. Kathryn brings extensive experience in finance, public housing and has worked with seniors and Veterans in the past she will be a great addition to our team.

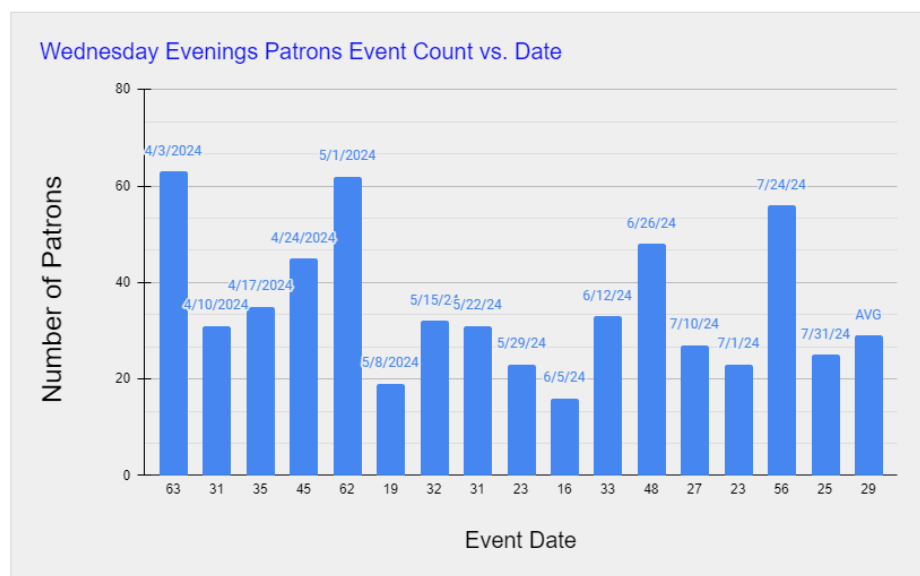
Annual elections will be held in the multi-purpose room September 3rd, so please amend activities of that day, no multi-purpose room available.

BAA has reached out to the Town of Wellesley looking for a sensory safe location to offer for spectators of the marathon, considering the TPC which they would man with BAA staff, more information to come. Stephanie Hawkinson and Corey Testa reached out to us to start discussion for next year's Marathon.

PROGRAMMING

July 2024

Date	Patrons
4/3/2024	63
4/10/2024	31
4/17/2024	35
4/24/2024	45
5/1/2024	62
5/8/2024	19
5/15/24	32
5/22/24	31
5/29/24	23
6/5/24	16
6/12/24	33
6/26/24	48
7/10/24	27
7/1/24	23
7/24/24	56
7/31/24	25
AVG	29



Wellesley Media

As part of our partnership with Wellesley Media, we have close to 50 video-on-demand performances posted on the Wellesley Media Channel.

The viewership ranges from 50 to 100 views.

We will continue to record and make available our programming to Patrons

Elvis in July 7/24 Night Program

One of our most popular programs of the Evening sessions.

It was a full-house performance recorded by Wellesley Media and covered by the Swellesley Report.

Elvis (Dan Fontaine) played all the Patron's favorites and even took suggestions from the audience.

BBQ with the Blue 7/12

A few firsts with this event:

1st time using the Captain Marden Food truck (normally the Police grill)

The 1st speech by the new Police Chief (SCOTT WHITEMORE)

The WPD took over the lunchroom and fed 55 Seniors a choice from the Captain Marden Food Truck Menu.

When asked at the end of the event if they preferred Captain Mardens over the Grill, Mardens was the clear choice.

Register of Deeds 7/11

William O'Donnell came with his team to educate and research Deeds for the Patrons in attendance.

The Team brought along printers to research and print Deeds.

They also covered Deed scams, which generated a lot of discussion.

KevTech the group training sessions.

Popular Tech training for cell phones and Senior focused technology

We secured Kevin for twice a month through 2025

Nonagenarians Birthday Celebration 7/31

The COA hosted a Birthday Party for our 90-99 Patrons

Cake, snacks, and goodie bags for all.

The Patrons enjoyed music from their youth and a rendition of Happy Birthday from the staff

The Swellesley Report ran a recap of the event on 8/1

September/October Highlights

- October brings the 3rd Annual Health and Wellness Fair 10/17
- The 7th Anniversary Party is scheduled for 10/11
- SHINE-related programming scheduled to tie in with open enrolment
- Night programs end on 9/18
- Partnering with MLP to host a Patron talk on lower energy cost Hosted by Fred Bunger Wellesley climate action committee 9/5
- Kate adds 2 groups - Aging Alone and Drop-in hours with Kate

2025

Initial reach-out and presenter programming is negotiated through December 2024 and the Team is working on 2025 scheduling.

The goal is to lock in key dates with the Patron's favorite presenters.

SOCIAL WORK/OUTREACH

TOTAL	<i>Unduplicated residents served</i>	<i>Almira Simons Approved</i>
JULY	44	2

MONTH	<i>Social Connections (Attendance 1x/wk.)</i>	<i>Women in Retirement (Attendance 2x/mo.)</i>	<i>Men in Retirement (Attendance 1x/wk.)</i>	<i>Senior Work Off Tax Relief</i>	<i>FUEL Assistance Consults</i>
JULY	56	8	42	1	0

MONTH	<i>In- Office Consults</i>	<i>Telephone Consults</i>	<i>Home Visits</i>	<i>Email referrals</i>
JULY	14	33	5	22

The Health & Social Services Administrator works with Wellesley seniors and their families to help individuals navigate challenges and life changes. Consultations are provided via telephone or in person, as requested. The level of time and complexity varies by each situation and crisis level. Common concerns involve topics such as financial distress, family dynamics, anxiety, depression, increasing cognitive impairment, housing issues, and coping with various medical diagnosis.

TRANSPORTATION

June

Number of Riders 46

Number of Trips: 206

#	Address1	City
145	Rosemary St	NEEDHAM
184	Linden St	WELLESLEY
500	Washington St	WELLESLEY
6	Lexington St	WALTHAM
616	Great Plain Ave	NEEDHAM
65	Walnut St	WELLESLEY
121	Worcester Rd	FRAMINGHAM
139	Linden St	WELLESLEY
182	Linden St	WELLESLEY
188	Linden St	WELLESLEY
332	Washington St	WELLESLEY

July

Number of Riders 54

Number of Trips 267

40	Walnut St	WELLESLEY
337	WASHINGTON	WELLESLEY
110	Market PLACE	WALTHAM
333	GROVE ST	AUBURNDALE
442	Washington St	WELLESLEY
6	Grove St	WELLESLEY
2014	WASHINGTON	NEWTON LOWER FALLS
207	Washington St	WELLESLEY
8	GROVE ST	WELLESLEY
2000	Washington St	NEWTON
2014	Washington St	NEWTON
219	Washington St	WELLESLEY
99	Turner Rd	WELLESLEY

VOLUNTEER

During the summer we had the opportunity to bring in student volunteers and "paid interns" organized by the Town's Youth Commissioner, Maura Renzella. Students assist with Lunch, Front Door Greeters, and help the bus drivers with the Grocery Trips. This is a nice opportunity to give many of the year-long regular volunteers some time off during July and August, while also increasing intergenerational experiences at the COA.

In July and August, we have reserved a room upstairs for our Card Writing Project for Vets. Several service-minded seniors are meeting to write cheerful messages on patriotic cards for veterans at the VA Hospital in West Roxbury. Our goal is to complete 100 handwritten cards to be delivered in early September through our collaboration with Jan Hastings of the Veterans with Disabilities. We are grateful to have this opportunity to engage our community and let veterans know they are appreciated.

This fiscal year approximately 150 people volunteered their time to serve the needs of the COA and the seniors in our community. COA volunteers contributed over 6,000 hours, or the equivalent of 3.4 FTEs, across a wide range of COA programs and activities, both on-site and remotely. Most of the positions involve weekly recurring commitments and include roles as Front Door Greeters, Lunch Servers, Grocery Bus Shopping Assistants, Activities Instructors, Book Discussion Facilitators, Technology Assistance, Phone Pals, Meal Delivery, and Café and Library Care. COA Volunteers also commit hours to assist with musical performances, foreign language translation, and special events. This year we revived the Volunteer Driver Program to assist seniors with navigating around town and getting to and from medical appointments. One-on-one appointments with AARP Tax and SHINE (healthcare) consultants are held seasonally and throughout the year at the Tolles Parsons Center. Volunteer Board Members and The Friends of the Wellesley COA volunteers are also vital resources to the Town in supporting our mission to enrich the lives of Wellesley's older adults and foster well-being and community.