

# DIRECTOR'S REPORT

*Deborah Greenwood, Director of Senior Services, Prepared for: October 17, 2024*

## ADMINISTRATION

### SEPTEMBER 2024

#### Enrollment

During September, 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, 4 are in the 70-79 age group, and 5 are in the 80+ age group. Additionally, 12 new patrons are female, and 7 are male. Out of the 685 registered patrons, 526 were Wellesley residents and 159 were non-residents.

#### Sign-Ins/Attendance

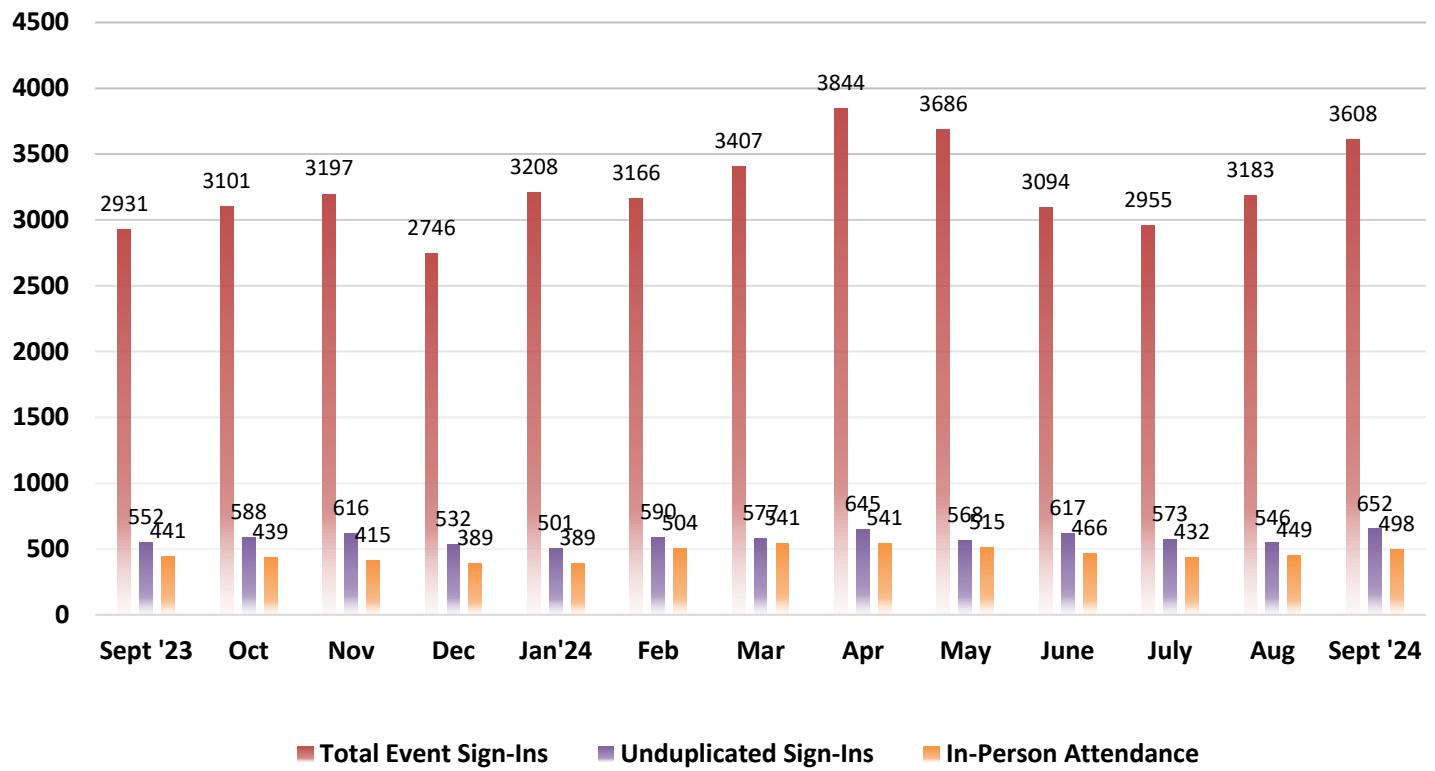
We had 3608 Total Event Sign-Ins with 642 active patrons for the entire month. Of the sign-ins:

- 1876 were in-person “swipes” entered by 498 different patrons.

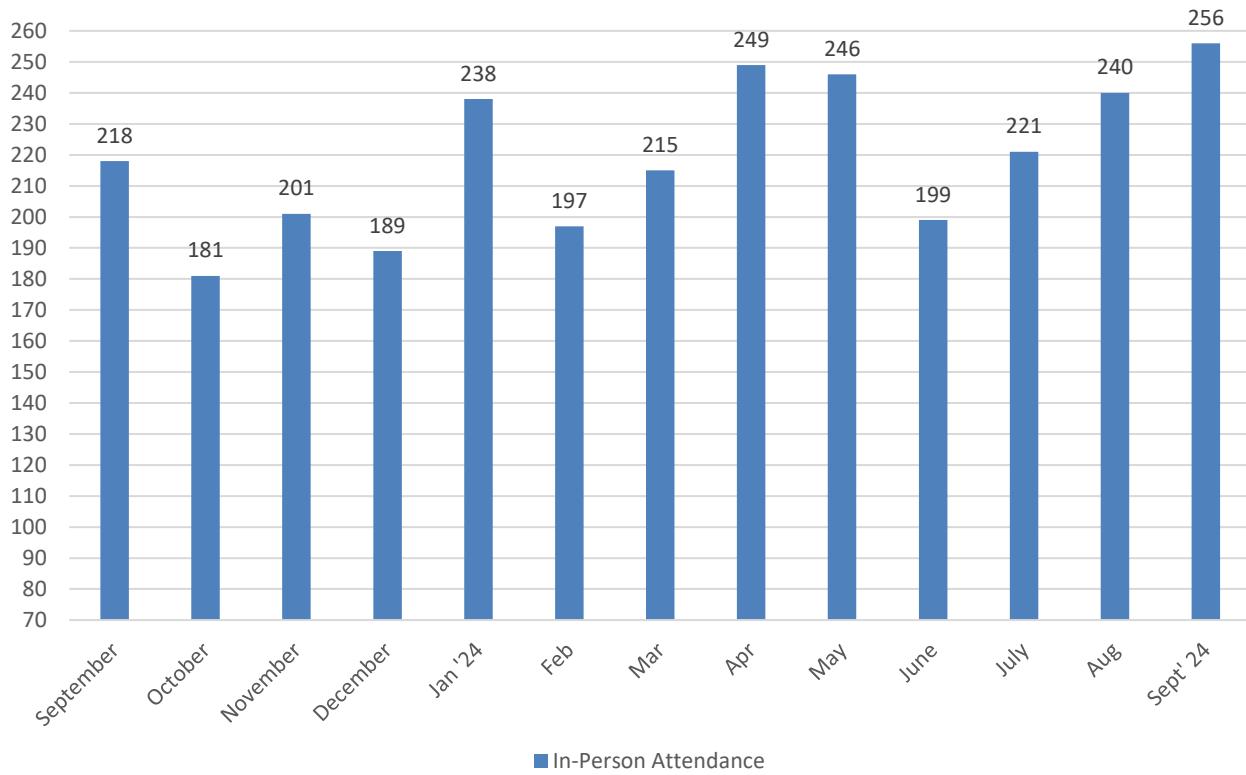
#### Programming Stats

Community Education -	73	(63 unduplicated)
		(Financial Lectures, KevTech Photos, SHINE lecture)
• Cultural –	382	(178 unduplicated)
		(Historical, Geography, World Religions, and Ethnic Events)
• Fitness Center usage –	235	(52 unduplicated)
• Fitness Instruction –	778	(155 unduplicated)
		(Yoga, Dance, Chair Yoga, Core/More Fit 4 Life, Hi-Low, Pilates, Yoga for Better Balance, and Seated Strength and Balance)
• Wellness/Health Education –	88	(74 unduplicated)
• (Keep Well Clinic, Alzheimer Program, Kate’s group)		
• IT Tech Assistance –	11	(8 unduplicated)
• Recreation/Socialization –	1247	(368 unduplicated)
		(Bingo, Bridge, Cribbage, Ping Pong, Movies Café Visits, Musical Events)
• Outreach –	94	(38 unduplicated)
		(Men In Retirement, Women in Retirement Social Connections)
• Group Support -	28	(20 unduplicated)
		(Breakfast Club, Community Bears, Coffee with the WPD)
• Day Trips –	67	(61 unduplicated)
		(Bus Shopping Trips)
• SHINE appointments –	7	(7 unduplicated)
• Lunch Attendance –	256	(64 unduplicated)

## # EVENT PARTICIPATION



## # Lunches



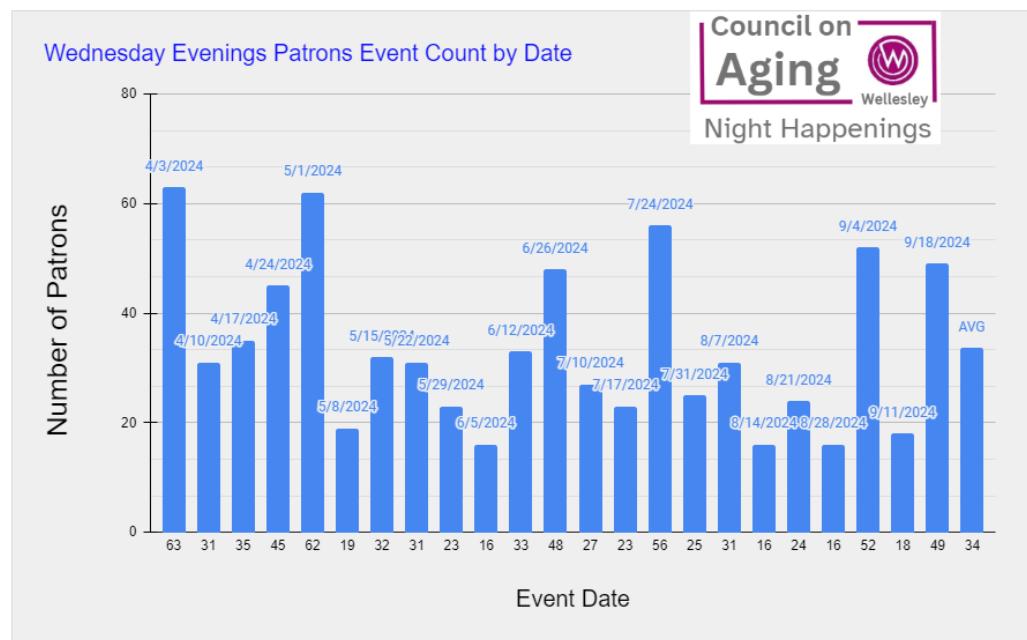
## GIFTS September

\$692.47	Friends of the Wellesley COA	Coffee Subsidy September 2024
\$934.00	Friends of the Wellesley COA	Lunch Subsidy September 2024
\$1,242.00	Almira Simons Fund	Simons Lunch September 2024
\$1,412.00	Almira Simons Fund	Programming/Scholarship September 2024
\$5,000.00	Friends of the Wellesley COA	Programming Donations for FY25

## PROGRAMMING

### Final Wednesday Night Numbers

Performance	Date	Patrons	Cost
Wolverine	4/3/2024	63	\$800
Rivers Between	4/10/2024	31	\$375
Patrick Hayden	4/17/2024	35	\$275
Letters	4/24/2024	45	\$350
Sergei	5/1/2024	62	\$300
Music Bingo	5/8/2024	19	\$200
Jim P	5/15/2024	32	\$275
Shelly O	5/22/2024	31	\$450
Madiline M	5/29/2024	23	\$275
Trivia Bingo	6/5/2024	16	\$175
Matt W	6/12/2024	33	\$275
Peking M	6/26/2024	48	\$650
Steve R	7/10/2024	27	\$250
Liz S	7/17/2024	23	\$250
Elvis	7/24/2024	56	\$400
Jack Coleman	7/31/2024	25	\$275
Gallileo	8/7/2024	31	\$475
Madiline M	8/14/2024	16	\$275
Grace	8/21/2024	24	\$275
Movie - Jaws	8/28/2024	16	\$0
Sergi	9/4/2024	52	\$350
Vi Paul	9/11/2024	18	\$275
Skyline Jazz	9/18/2024	49	\$350
AVG		34	\$7,575
		809	\$7,500



September was an active and engaging month for educational and social programming at the center.

Night programming concluded on September 18th after a successful run, with **809 patrons** attending the **23 Wednesday night events** held throughout the season. The popularity of these evening programs highlights the growing demand for diverse and flexible offerings at the center.

With Medicare's open enrollment season starting, we hosted an important lecture focused on **Medicare and SHINE (Serving the Health Insurance Needs of Everyone)** on September 11th. The event was designed to help seniors understand their health insurance options and navigate the complexities of Medicare.

In collaboration with The **Wellesley Sustainable Committee**, we organized an educational session on

September 5th to help patrons reduce their energy costs and learn about available rebates. This event was particularly timely, as many residents were looking for ways to be more eco-friendly while also saving money.

One of the center's most popular ongoing series is the religion-based lectures by **Sister Marie Dio**. In September, she focused on Islam, drawing an average of **42 patrons per lecture**. Her insightful and respectful discussions on various religions have consistently garnered a dedicated audience, making her sessions a highlight of our programming.

A unique and well-received addition to September's lineup was a presentation by a former Wellesley High School teaching couple, Brooks & Jeanie Goddard, who shared their experiences from a civil rights tour they took last year. Their journey to historical locations such as Martin Luther King Jr.'s home, the Rosa Parks Museum, and the Edmund Pettus Bridge provided a rich, educational experience for the attendees, some of whom were former students of **Brooks Goddard**.

On September 19th, we organized our third bus trip of the year, which was a tremendous success. Fifty-five patrons enjoyed a scenic **cruise along the Charles River** and a delicious lunch at The **Cheesecake Factory**. The trip concluded with an afternoon of shopping at the Cambridge Side Galleria, making it a day of relaxation and fun for all who participated.

Looking ahead to October, we have several exciting events planned.

Oktoberfest celebration on October 2nd

Tolles Parson 7th Anniversary October 11th

Health and Wellness Fair on October 17th

We will also be offering more Medicare education directly from SHINE counselors, as well as Halloween-themed programming.

In addition, we are thrilled to welcome Harvey Leonard from Channel 5, who will be giving a talk on extreme weather.

## SOCIAL WORK/OUTREACH

SEPTEMBER 2024

TOTAL	<i>Unduplicated residents served</i>	Almira Simons Approved
SEPTEMBER	27	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>
SEPTEMBER	56	8	33	4	2

MONTH	In- Office Consults	Telephone Consults	Home Visits	Email referrals
SEPTEMBER	11	19	2	14

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

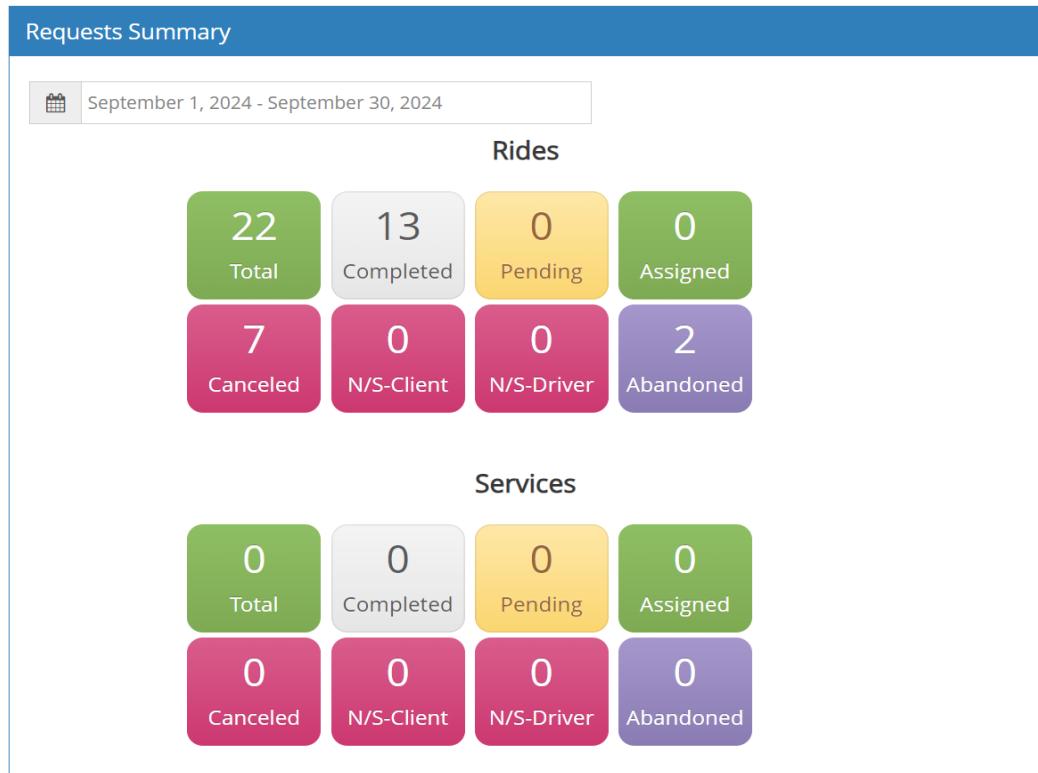
<u>Trip Date</u>	<u>#</u> <u>Riders</u>
9/3/2024	7
9/4/2024	8
9/5/2024	2
9/6/2024	6
9/9/2024	6
9/10/2024	7
9/11/2024	8
9/12/2024	4
9/13/2024	4
9/16/2024	1
9/17/2024	5
9/18/2024	7
9/19/2024	6
9/20/2024	8
9/23/2024	7
9/24/2024	12
9/25/2024	7
9/26/2024	6
9/27/2024	9
9/30/2024	2

**Total Number** 122

*Street*                    *City/Town*

Washington St	WELLESLEY
Market PLACE	
DR	WALTHAM
Chestnut St	NEEDHAM
Cochituate Rd	FRAMINGHAM
Linden St	WELLESLEY
Washington St	WELLESLEY
Washington St	WELLESLEY
ARNOLD RD	WELLESLEY HILLS
Barton Rd	WELLESLEY
Laurel Ave	WELLESLEY
Washington St	WELLESLEY
Washington St	WELLESLEY
Washington St	NEWTON
Washington St	WELLESLEY
Grove St	WELLESLEY
Worcester St	WELLESLEY
Linden St	WELLESLEY
Washington St	NEWTON
Washington St	Newton FALLS
WASHINGTON	WELLESLEY

*\*\*House #'s have been eliminated from report due to patrons' privacy*



**Volunteer Driver Program - September 1, 2024, through September 30, 2024**

22 Requests for Rides

13 Rides were completed

7 Rides were cancelled by Patrons

2 Rides were Abandoned (not picked up by a Volunteer Driver)

**VOLUNTEER**

During September, recruiting efforts continued to fill open shifts for Greeters and Lunch Servers. Volunteers were recruited and assigned to special events including the FRIEND's Health and Wellness Fair fundraiser and the upcoming Anniversary Lunch on October 11th. The volunteer-led Knitting groups and the Community Service Bears Group started back up in September. Additional appointments with SHINE volunteers were scheduled for October through December for the open enrollment health insurance period.

September also saw the return of the Wellesley Service League's (WSL) volunteer commitment to the Wellesley COA. WSL operates during the school year and sends volunteers every Wednesday to serve lunch in the Cafe. They also pick up and deliver the lunches every Wednesday and Thursday. Each year WSL brings in a new "Class". Orientation for the new Provisional Class was held on September 11th. This community service organization tends to be a somewhat younger generation. It was a nice opportunity to showcase our center and educate their membership about all we do at the COA.