

2020 Madison Senior Center Highlights

- Developed and implemented virtual programs
- Initiated a Volunteer Pen Pal Program for older adults and grew it to over 80 participants writing once per week to ease social isolation.
- Increased total donations by 28% by forming new relationships with businesses and marketing new giving appeals.
- Recruited 12 volunteers and community members for final accreditation approval meetings
- Adjusted to new communication and work flow dynamics with staff, instructors and participants
- Facilitating Zoom meetings; more agency in pulling meetings together
- Maintained continuity of representing the Senior Center in a remote work situation; maintaining a welcoming and professional ethos outside the physical building.
- Maintained Pre-school program throughout the pandemic, continually soliciting and encouraging older adults to give it a try virtually and participate, and adapted to new ways to interact with the kids.
- Edgewood Nursing program—Shifted to a virtual program. Worked well enough that this fall we are actually expanding it to include more nursing students (and thus more "Seniors") than previously.
- Obtained a *very* substantial perennial plant donation from Allen Centennial Gardens for planting on our upper deck, lower level pots and front garden.
- Initiated a virtual Book Club, coordinated with Monona Terrace on the Tina Hallis positivity lecture and with other focal points for the Kindness program
- Mailed holiday cards provided by volunteers to participants
- Created the Weekly Window newsletter