Rufty-Holmes Senior Center
2016 - 2017
Annual Report

Rufty-Holmes Senior Center is a non-profit organization that provides a focal point for aging resources as well as opportunities to extend independent living and enrich the quality of life for Rowan County older adults.

“The Changing of the Guard”

Rick Eldridge Retires After 30 Years

No longer will Rick Eldridge be called the “first and only” Executive Director of Rufty-Holmes Senior Center. Hired in 1987 to ready the Center for opening in January 1988, Rick has been the constant influence behind Rufty-Holmes’ operation until now.

Rick has led the Center as it became the first certified “Senior Center of Excellence” in North Carolina; as well as the first nationally accredited senior center in the state. The Center has been accredited four times by the National Institute of Senior Centers, and is highly acclaimed for it innovative programs and services.

Eldridge also handled three different building expansion projects during his tenure including the Hurley Room addition, the Aquatics Facility, and the Rufty Fitness Annex. Many other facility improvements have been made over the years to provide excellent facilities for our clientele.

Nan Buehrer is the New Executive Director

Nan Buehrer comes to Salisbury from Archbold, Ohio where she has numerous years of experience with senior centers and other non-profit organizations. Previously she managed the Sylvania, Ohio Senior Center as well as the City of Kettering, Ohio Senior Center.

At Sylvania, she was involved in the planning, design and construction of a new 21,000 square foot senior center. At Kettering, she oversaw the program and facility involving over 3,000 different older adult participants.

Buehrer also has served in leadership positions with the Southwestern Ohio Hemophilia Foundation, the Archbold Chamber of Commerce, and the Fairlawn Retirement Community.

She was the unanimous choice from among nineteen applicants for the position. Nan became Executive Director on July 1, 2017.
Financial & Collaborative Support

County of Rowan
City of Salisbury
Town of China Grove
Town of Landis
Town of Rockwell
Town of Spencer
Rowan County United Way
Foundation Support
Blanche & Julian Robertson Family Foundation
David Post Family Foundation
Fred & Anne Stanback Donor Advised Fund
Hurley-Trammell Foundation
JP Johnson Memorial Society
PPG Industries
Salisbury Community Foundation

NC Division of Aging & Adult Services
Health Promotion/Disease Prevention Grant
Home, Community Care Block Grant
Senior Center General Purpose Grant

NC Department of Insurance
SHIIP Assistance Grant
Medicare Fraud Prevention Grant

Business Marketing Program
Platinum
Victory Wealth Management
Gold
Fisher-Greene Insurance Agency
Silver
Beaver Brothers, Inc.
Brookdale Senior Living
Laurels of Salisbury
Oak Park Retirement Center
Trinity Oaks Retirement Community
Bronze
Carillon Assisted Living
Gegorek & Associates Realty
JJ’s Construction Company
Park Sterling Bank
Donors
Arey Realty
Edward Jones
Home Instead Senior Care
Tender Hearted Home Care

Donors to Annual Fund
AARP Chapter #4314
ADK Sorority
Ben & Frances Agner
James & Audrey Agner
Carolyn Alexander
Monica Alfonsi
Ambassadors Club
Nancy Andrews
Darlene Angel
Another House of Bridge
Clayton Armistead
Brenda Arthur
John & Carol Augustson
Mary Austin
Clarence & Linnea Bailey
Jim Baird
Pat Beck
Bill & Linda Behrendt
Loverne Bender
Judy Bernhardt
Bingo Group
Wilbert & Carolyn Blackman
Lisa Bogdon
Jane Boggs
Art & Lynn Bolick
Carrie Bolton
Floyd & Bonnie Bost
James & Ruth Bowles
Nancy Brandt
Betty Brown
Lane & Claudette Brown
Ralph & Helen Brown
Bob & Barbara Bruce
Sue Bryan
Charles Buckley
Fran Burding
Busy Bees Craft Club
Eddie Byers
Dan & Joyce Caldwell
Elizabeth Carlton
Hazel Trexler Campbell
Carolina Artists
Betty Jean Chunn
Nelda Chunn
Dave & Anne Clay
Hank & Katie Coffield
Evelyn Coggins
Lucille Connolly
Greta Connor
Jane Cooper
Creative Needles
James Cruse
Queen Cuthbertson
Anna May Danner
Linda Davis
Montrelia Davis
Susan Davis
Midgie Dial
Paul & Mary Ann Dombrowski
Jim & Linda Duncan
Mary Frances Edens
Evelyn Eller
Josephine Ellis
Daphne Esasky
LuAnn Evans
Evergreen Bridge Club
Jean Fletcher
Dot Foil
Marie Ford
Cathy Foster
Harold Frantz
Bob & Marjorie Fuertinger
William Gill
Marion Gilliam
George & Blanche Glover
Golf Association of Rowan Seniors
Bob & Betty Goodwin
Deborah Graham
Butch Grambow
Robert & Marjorie Greenwalt
Andy Griffin
Patricia Hagner
Bea Hall
Eileen Hanson-Kelly
Dane & Sue Hartgrove
Jerry & Mary Harvel
Martha Haun
Eugene Hayden
Rebecca Herrmann
Harriet Hoben
Bonnie Hodges
Sandra Holden
Sherry Holdren
Bettye Holt
Lola Holt
Rodeney Hosch
Barbara Howard
Patricia Howell
Jayne Hubbard
Peggy Huffman
Gwyn & Maxine Huie
Dr. Catrelia Hunter
Gerry Hurley
Carole Ingram
Milton & Toni Issenhour
Alice Jamison
Kenneth & Jo Anne Jarrett
Richard & Rosa Jerome
Frank & Regina Johnson
JP Johnson Memorial Society
Tom Johnson
Jeremiah Jones
L.D. & Patricia Jones
Jo Kearns
Phil & Karen Kehr
Royal & Willie Kennedy
Ann Kesler
Bruce & Margaret Ketner
Jan Kichfiski
Sabrina Kincaid
Katherene Kruckel
Robbie Ladd
Juanita Lagg
Doyet & Vicki Lambert
John & Darlene Leazer
David Lee
Mary Anne Lenox
Sue Lentz
Donald & Betty Leonard
Debbie Lesley
Donna Lockhart
Bill Lohr
David & Chloe Longacre
Edwin & Peggy Lutz
William & Betty MacLean
Delores McAllister
Albert McEachern
Richard & Leah McFee
Carolyn McLaughlin
Gale Mangis
Mary Marlin
Thomas & Eva Martin
Men’s Breakfast Club
Dennis & Linda Milbrandt
Military Officers Association, Central NC Chapter
Frances Miller
Tara Mills
Sam Moir
Lauren Moore
Mary Moore
Wilma Moore
Elizabeth Morgan
Phyllis Moysan
Steven & Genevia Mozolak
Shirley Napier
NARFE
Lillie Nelson
Patricia Nelson
Hazel Newton
Lonnie Nix
Olde Salisbury Homeowners Assoc
Alice Owens
Anne Palmer
Robert Phelps
Craig Pierce
June Poole
Harvey & Marcia Pond
Jane Powell
Pete & Donna Prunkl
Marie Pugh
Martha Pulliam
Janet Rash
Bess Rayford
Pat Reavis
Donors to Annual Fund (continued)
Daisy Redmond
Lorraine Reidt
Maxine Reynolds
Harold Rhodes
Manie Richardson
Michael & Madeline Rivera
Annie Rivers
Rosalie Roberts
Rita Rodelli
Flora Roak
Peggy Rouzer
Rowan Doll Society
Rufty-Holmes Computer Club
Rufty-Holmes Walk-Abouts
Carl & Ann Sachtieben
Salisbury-Rowan Branch AAUW
Salisbury-Rowan Retired School Personnel
Nancy Schoch
Mary Schuck
Annie Seaford
Phares Sechler
Sedgefield Women’s Club
Elizabeth Ann Shafer
Beulah Shaw
Jerry Shelby
Missy Shives
Melvin & Jane Shumate
Ralph & Frances Shuping
Helen Sienher
Barbara Sifford
Shirley Sifford
Deborah Simpson
Bethany Sinnott
Edna Smith
Joe & Barbara Smith
Eileen Solomon
Leisa Steele
Robert Steeple
Frederick Stocking
John & Agnes Struzick
Sunny Days Quilters
Karla Swanson
Jack Swicegood
Nathaniel & Victoria Thomas
Barbara Thomason
Phyllis Thompson
TOPS Chapter 139
James & Patricia Truax
Robert Steeple
Frederick Stocking
John & Agnes Struzick
Sunny Days Quilters
Karla Swanson
Jack Swicegood
Nathaniel & Victoria Thomas
Barbara Thomason
Phyllis Thompson
TOPS Chapter 139

Memorials to Annual Fund
In Memory of Jere Austin by Mary Austin
In Memory of Christina Barrow by Pat Beck
In Memory of Dianne Boyce by GARS
In Memory of Louise Dulkoski by Doris Dick
In Memory of Louise Dulkoski by Jamie Ridgeway
In Memory of Louise Dulkoski by Karla Swanson
In Memory of Louise Dulkoski by Michael Wiles
In Memory of Sandra Earnhardt by GARS
In Memory of Stella Isenberg by Pat Beck
In Memory of Stella Isenberg by Martha Haun
In Memory of Leah McFee by Ambassadors Club
In Memory of Bob Paynter by Ambassadors Club
In Memory of Janet Rhodes by Pat Beck
In Memory of Janet Rhodes by Midgie Dial
In Memory of Janet Rhodes by East Cooper Medical Center
In Memory of Odessa Smith by Betty Hutchins
In Memory of Catherine Wise by Pat Beck
In Memory of Doug Yale by Barbara Brice
In Memory of Doug Yale by Pat Beck
In Memory of Doug Yale by Lavern Bender
In Memory of Doug Yale by Wilbert & Carolyn Blackman
In Memory of Doug Yale by Bob & Barbara Bruce
In Memory of Doug Yale by Mary Frances Edens
In Memory of Doug Yale by Rick & Susan Eldridge
In Memory of Doug Yale by John & Nancy Kesler
In Memory of Doug Yale by Don Scott
In Memory of Doug Yale by J.C. Sterling

Honorariums to Annual Fund
In Honor of Retiring Staff by Carolyn Blackman
In Honor of Rick Eldridge by Mary Austin
In Honor of Rick Eldridge by Joyce Ervin
In Honor of Rick Eldridge by Flo Peck
In Honor of Rick Eldridge by Lorraine Reidt
In Honor of Rick Eldridge by Flora Roak
In Honor of Rick Eldridge by Seniors Without Partners
In Honor of Staff of Rufty-Holmes by Rick & Susan Eldridge
In Honor of Billie Williams by Flo Peck
In Honor of Donna Yale by Pat Beck

Program Contributions & Fees
Clients and participants of the Center contributed $115,120 in program contributions and fees, enabling the extension of many services beyond what is supported with the Center’s primary sources of revenue.

Memorials to Annual Fund

In Memory of CE Spires by RH Computer Club
In Honor of Rick Eldridge by Mary Austin
In Honor of Rick Eldridge by Joyce Ervin
In Honor of Rick Eldridge by Flo Peck
In Honor of Rick Eldridge by Lorraine Reidt
In Honor of Rick Eldridge by Flora Roak
In Honor of Rick Eldridge by Seniors Without Partners
In Honor of Staff of Rufty-Holmes by Rick & Susan Eldridge
In Honor of Billie Williams by Flo Peck
In Honor of Donna Yale by Pat Beck

Capital Fund
Trip & Carol Beaver

Endowment Fund
Jerry Shelby
In Honor of Rick Eldridge’s 30 Years of Service by Jerry Shelby
In Memory of Ken Ritchie by RH Computer Club
In Memory of CE Spires by RH Computer Club
In Memory of Doug Yale by Mary Frances Edens

Non-Monetary Donations
Auto Express of Salisbury Motor Company
Beltone Hearing Aid Center
Nancy Brandt
Carriage House Tea
Debbie Suggs Catering
Duke Energy Foundation
Gentiva Home Health
Great American Publishing Company
Harris-Teeter
Harrison’s Florist
J.J.’s Construction Company
Gail Kimball
Godley’s Garden Center
Mean Mug
Memories 1280 WSAT Radio
Mclaughlin’s Farm House
Miller Davis, Inc.
Novant Health Rowan Medical Center
Patterson Farms
Sam & Cindy Penegar
Richard’s Barbecue
Salisbury Flower Shop
Salisbury Post
Sam’s Car Wash
Sidewalk Deli
Spanky’s
Spectrum
The Spiel Foundation
Therapeutic Touch, LLC
Trinity Oaks Retirement Community
XI Delta Chi Chapter Beta Sigma Phi

Financial Summary
A separate financial report detailing the Center’s revenues and expenses for the year will be published upon completion of an audit. Unaudited figures show that $1,016,175 was spent on providing services during the year.

Clubs/Organizations/Groups
 proposeda

Connected to the Center
AARP Chapter #4314
Ambassadors Club
Better Breathing Club
Busy Bees Craft Club
Carolina Artists
Central Carolinas Chapter, Military Officers Assoc
Centralina Area Agency on Aging
Creative Needles
Duke Energy Retirees
Evergreen Bridge Club
Golf Association of Rowan Seniors
Health & Fitness Club
Men’s Breakfast Club
National Active & Retired Federal Employees
NC Gamma Theta Chapter of ADK
R-H Computer Club
Rowan County Council on Aging
Rowan Doll Society
Rowan Transit Advisory Board
Rufty-Holmes Garden Club
Rufty-Holmes Outdoor Adventure Club
Rufty-Holmes Walk-Abouts
Salisbury Branch of AAUW
Salisbury-Rowan Retired School Personnel Assoc
Seniors Morning Out
Seniors Without Partners
Starry Night Quilters
Sunny Days Quilters
TOPS Chapter 139
Woodcarvers Group

Government/Non-Profit Partners
AARP Foundation
Alzheimer’s Foundation of America
Calvary Lutheran Church
Carolinas Chapter of National Arthritis Foundation
Centralina Area Agency on Aging
Christiania Lutheran Church
Cleveland Lions Club
City of Salisbury Parks & Recreation Department
EH Dole Chapter of the American Red Cross
John Calvin Presbyterian Church
National Institute of Senior Centers
NC Association on Aging
NC Baptist Aging Ministry
NC Department of Insurance
NC Division of Aging & Adult Services
NC Division for the Blind
NC Division for the Deaf & Hard of Hearing
NC Legal Aid, Inc
Novant Health Rowan Medical Center
Rowan-Cabarrus Community College
Rowan County Chamber of Commerce
Rowan County Department of Social Services
Rowan County Health Department
Rowan County Parks & Recreation Department
Rowan County United Way
Rowan County YMCAs
Rowan Transit
Salisbury Housing Authority
Third Creek AME Zion Church
Town of China Grove
2016-2017 Program Highlights

INFORMATION & ASSISTANCE

The Henry E. Rufty – Haden C. Holmes Senior Center
“Adding Life to Years”
Information & Assistance Program

The Center fielded over 8,500 requests for information from citizens regarding older adult programs and community services during the year.

1,241 individuals were assisted through the Seniors Health Insurance Information Program (SHIIP) in evaluating and enrolling in supplemental health insurance plans, and Medicare Part D plans - saving clients $480,115.00 in insurance premium costs.

792 families were assisted through the AARP Tax-Aide Program. Returns filed resulted in federal and state tax refunds totaling $632,525.00.

430 individuals were issued “privilege cards,” allowing free access to public school events.

103 box fans were distributed to needy older adults as part of Project Heat Relief.

31 families were assisted with obtaining handicapped ramps or home modifications/repairs through limited grant funds.

NUTRITION PROGRAM

The Henry E. Rufty – Haden C. Holmes Senior Center
“Adding Life to Years”
Nutrition Program

Over 32,000 congregate meals were served to 412 different Rowan County older adults during the year at six Lunch Club locations.

The West Rowan Lunch Club site was moved to the Cleveland Lions Club building during the year.

880 shelf meals were provided for 176 clients in the program.

Nutrition education and other life-long learning activities were provided throughout the year at all Lunch Club sites.

100 individuals in the Lunch Club program were provided with vouchers to use at local farmers markets through a state program.

Staff negotiated a collaborative vendor contract with Rowan Meals on Wheels for the new budget year. Under this arrangement, the vendor will supply the same meal to clients of both programs with coordinated site delivery beginning July 1, 2017.

The Center applied to become a partner with the Second Harvest Food Bank in Charlotte in order to provide additional resources for senior nutrition clients.

The North Rowan Lunch Club continues to win the Annual Senior Games Trivia Contest.
Facility Improvements

A new street sign for the Center was designed and installed.

Fixtures throughout the Center were converted to LED lighting during the year.

Restrooms in the Center were refurbished.

Automated openers were installed for two restroom doors and the Fitness Annex doors.

A pictorial display was created and installed behind the Front Desk.

The Center’s Garden Club continued to improve and maintain the landscaped areas of the grounds closest to the building.

Other Activities

The Center was re-accredited by the National Institute of Senior Centers for the fourth consecutive time in December 2016.

The Center was recognized as a Rowan County United Way Distinguished Agency for 2016.

The Executive Director Succession Planning Committee conducted a nation-wide search and review process culminating in the selection of a new Executive Director for the Center.

The Board of Directors began the planning phase for the development of a new Strategic Plan for 2018-2022.

Executive Director Rick Eldridge was recognized by the National Institute of Senior Centers with its Founders Award.

The Rowan County Council on Aging recognized five individuals, two organizations, and three businesses during its Service to Seniors Awards Program in May.

The Council on Aging held a Candidates Forum for the Rowan County Commission in the fall of 2016.

The Center hosted the Human Relations Council’s “Peace Pole” celebration in recognition of the neighborhood’s Martin Luther King, Jr. Dream Park in May.

The Center hosted numerous focus group gatherings for providing input into the City’s 2020 Plan.

The Center used seven enrollees from the Title V Senior Community Service Employment Program to assist with Café and Lunch Club operations.

The Center hosted a student intern from Catawba College during the year, as well as a student volunteer from Appalachian State University.

Volunteers reported contributing over 6,000 hours of service to various programs and services during the year.

Attendance at Senior Center activities and events averaged 340 persons a day, or over 85,000 for the year.

1,341 persons participated in health & wellness programs including land- and water-based exercise classes, use of fitness equipment, health education programs, and health screenings.

Pre-test and post-test evaluations were established for all new exercise program participants to measure progress and program effectiveness, resulting in excellent outcomes.

New music offerings were provided through the addition of bi-monthly Jam Sessions and the hosting of rehearsals for a new community “Sounds in the South” band.

“Cultural Crossroads” programs were held on Puerto Rico, Hungary, the Hmong Culture, Australia, and Slovakia.

Steve Crump with WBTV News was the featured speaker for the 24th Annual African-American History Breakfast held at the Center in February.
Rufty-Holmes Senior Center: A Strategic Overview

<table>
<thead>
<tr>
<th>Passions</th>
<th>+ Competencies</th>
<th>+ Resources</th>
<th>= Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mission:</strong></td>
<td><strong>Core Competencies:</strong></td>
<td><strong>Facilities &amp; Equipment:</strong></td>
<td><strong>Impact Areas:</strong></td>
</tr>
<tr>
<td>• Provide a community focal point for aging resources</td>
<td><strong>Collaborative Leadership:</strong></td>
<td>• Modern accessible building with aquatics facility, fitness center, café, meeting and multipurpose activity space</td>
<td><strong>For Older Adults:</strong></td>
</tr>
<tr>
<td>• Extend independent living</td>
<td>• Nationally recognized in senior center field</td>
<td>• Furnishings and equipment to accommodate small and large groups simultaneously while serving individuals with needs</td>
<td>• Improve/maintain physical, mental and emotional health</td>
</tr>
<tr>
<td>• Enrich the quality of life for older adults</td>
<td>• Strong alliances and partnerships</td>
<td>• Outdoor amenities</td>
<td>• Acquisition of new knowledge and skills</td>
</tr>
<tr>
<td><strong>Vision:</strong></td>
<td>• Organization and mobilization of a network of senior organizations and individuals</td>
<td>• Use of community facilities</td>
<td>• Increased involvement in community life</td>
</tr>
<tr>
<td>To work collaboratively to enable all older adult citizens to live a self-directed, rewarding life in a senior-friendly community.</td>
<td><strong>Professional Service:</strong></td>
<td><strong>Financial Support:</strong></td>
<td>• Enhanced life enrichment</td>
</tr>
<tr>
<td><strong>Core Values:</strong></td>
<td>• Trained and competent staff</td>
<td>• Allocations and grants from Federal, State &amp; Local Government United Way Foundations Business Partnerships</td>
<td>• Less dependency on acute care services</td>
</tr>
<tr>
<td>• Professionalism</td>
<td>• Outcome based approach to program and service delivery</td>
<td>• Contributions and estate gifts</td>
<td><strong>For Families:</strong></td>
</tr>
<tr>
<td>• Integrity</td>
<td><strong>Advocacy:</strong></td>
<td>• Consumer contributions and program fees</td>
<td>• Assurance of safe, compassionate center and community environment that provides opportunities for older family members to maintain self-reliance</td>
</tr>
<tr>
<td>• Promotion of dignity and inclusion</td>
<td>• Serve as a voice and advocate for older adults in the community</td>
<td><strong>Collaborations &amp; Alliances:</strong></td>
<td>• Information and support for dealing with individual needs</td>
</tr>
<tr>
<td>• Compassion</td>
<td>• Enable older adults to advocate for themselves</td>
<td>• National alliances State associations Community partners</td>
<td>• Avoidance of high cost of providing acute care</td>
</tr>
<tr>
<td>• Excellence in service</td>
<td><strong>Innovation:</strong></td>
<td><strong>Human Resources:</strong></td>
<td><strong>For Community:</strong></td>
</tr>
<tr>
<td>• Innovation and creativity</td>
<td>• Development and implementation of new programs and services for older adults</td>
<td>• Board of Directors Staff Volunteers Participants and Clients Clubs and Organizations Friends and Supporters</td>
<td>• Increased awareness of and appreciation for, older adult desires and needs</td>
</tr>
<tr>
<td></td>
<td>• Fostering of involvement by older adults in Center and community affairs</td>
<td></td>
<td>• A healthier and more active older adult citizenry</td>
</tr>
</tbody>
</table>

**For Community:**
- Increased involvement of older adults in volunteerism and civic engagement
- Reduced costs in subsidizing acute care
- A “senior friendly community” = an all age friendly community