

# Silver Key Annual Report 2019 - 2020

Silver Key's vision is that the value, worth and needs of all seniors are identified and honored.

## FROM OUR PRESIDENT & CEO

Organizations adopt the characteristics of the people it serves. This phenomenon is especially evident in non-profit entities with a 50+ year history such as Silver Key. The reason for this is that the organization's heart and soul is influenced by the people in care, people providing care, and those who invest in the non-profit.

Over the last year, as I reflect about the people Silver Key serves, I more fully understand and appreciate that they share three key common characteristics - resilience, wisdom, and adaptability. Unlike no other time in history has Silver Key been challenged to be in full view and available to people in need. Consistent with the characteristics of the people Silver Key exists to support, as an organization we have tapped into the resilience, wisdom, and adaptability to not only survive but thrive in the wake of the pandemic.

Silver Key staff and volunteers accepted the challenge to adapt all services to address issues of food insecurity, ensuring access to medical appointments and combating isolation and loneliness of seniors sheltering at home to remain safe. At no point, did Silver Key stop services. In fact, thanks to guidance by the City of Colorado Springs and El Paso County Public Health and Environment, our organization was designated an essential provider and more than 11,000 seniors were supported during this time of need.

Sadly, our 50th Anniversary gala was postponed. The intent was to host a gala to celebrate our long-term history in the Pikes Peak region in being of service to seniors in need. Through knowledge and information that changed hourly, Silver Key was wise in pausing on the event. As this event is very much part of the solution to link donations and volunteers to care, I was worried that we would not have the resources to continue the level of service needed for seniors. Instead, the community and you rallied, and funds emerged to help us meet the needs! Remarkably, more volunteers were activated during the pandemic than any time before in Silver Key's history.

Silver Key remains resilient and consistent with the experience and characteristics of those we serve. We will survive and thrive through, and in the wake of, the pandemic facing our community. Please consider joining me in being part of the heart and soul of this organization with the purpose, passion and commitment to serve those in need. Your volunteerism, donations, and introduction of Silver Key to friends and family ensures that we have the visibility, resources, and power for the next 50 years.

Stay healthy and hopeful,



Jason DeaBueno  
President & CEO



## BOARD OF DIRECTORS:

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David Lord, Secretary  
Dave Bunkers, Treasurer  
Jan Martin, Immediate Past Chair  
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DeAnne McCann  
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Shahera Shalabi  
Jason DeaBueno, President & CEO

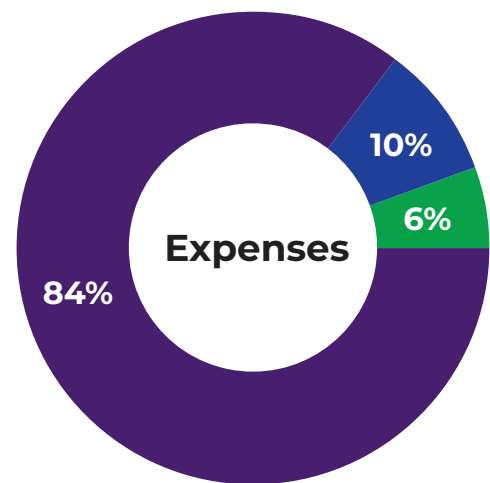
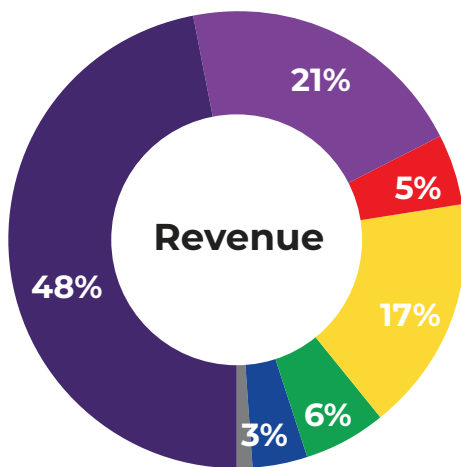
## FOUNDATION BOARD:

Ret. Lt. Howard Black, President  
Dick Wilhelm, Vice President  
Mike Rowe, Treasurer  
Peter Murray, Secretary  
Carl Donner III, Emeritus  
Elaine (Elly) Durham, Member  
Bill Berenz, Member  
David Lord, Member  
Chester (Skip) Morgan, Member  
Jason DeaBueno, President & CEO

## FISCAL YEAR MILESTONES 2019-20

- Adapted all service areas to handle COVID-19 pandemic guidelines to ensure that older adults received the level of support and quality services (safely) to address food insecurities, access to essential medical care and addressing issues of isolation and loneliness
- Designated as the nation's first Five Wishes Informed Organization – an advanced directive model of support
- Entered into actionable steps with Envida, Fountain Valley Senior Center and Pikes Peak Council of Governments to establish a Regional Specialized Transit model of support for riders
- Implemented a client focused and consolidated: information, referral, intake and assessment center aptly named **Silver Line** to access any and all information and services available from Silver Key

## FINANCIALS : 7/1/19 - 6/30/20



|                                    |             |
|------------------------------------|-------------|
| ● Contract Services                | \$3,555,913 |
| ● Contributions & Grants           | \$1,558,614 |
| ● Silver Key Foundation            | \$ 390,839  |
| ● In-Kind Contributions            | \$1,261,004 |
| ● Program Service Fees             | \$ 472,673  |
| ● Investment Income & Other        | \$ 308,401  |
| ● Change in Charitable Trust Value | \$ -145,645 |

Total \$7,401,799

|                    |                    |
|--------------------|--------------------|
| ● Program Services | \$5,528,067        |
| ● Administrative   | \$ 624,820         |
| ● Fundraising      | \$ 388,643         |
| Total              | <u>\$6,541,530</u> |

## PLANS FOR FISCAL YEAR 2020-21

- Celebrate 50 years of Silver Key serving the Pikes Peak region
- Expand our private pay home delivered meals, companionship and durable medical supply sales to further resource overall mission needs
- Reinvigorate Legacy Planning option for donors through Five Wishes and other donor relationships
- Consolidate data of the organization to effectively illustrate the social impact return on investment related to Silver Key's mission.

# SILVER KEY IMPACT: FISCAL YEAR 2019-20



*"I want to thank you, your cooks, your staff, and other helpers for preparing amazing meals. I have enjoyed them during this time when I am unable to cook for myself."*

*Meals On Wheels Client*

## Silver Key Mission:

To serve in partnership with our stakeholders to support a healthy quality of life for seniors, allowing them to safely age with dignity and independence.