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Providing Hope to Seniors Since 1970.



2022/23

# ANNUAL REPORT

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**Silver Key**™

Senior Services

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# A WORD FROM OUR CEO

Dear stakeholders, members, and advocates of Silver Key Senior Services,

Please accept this invitation to review the milestones and related information for Silver Key Senior Services for the year 2022-2023. The annual report is a testament to our unwavering commitment to serving seniors in our community with dignity, compassion, and innovation.

Our journey this year has been marked by significant achievements and impactful collaborations. We have received the approval to expand our footprint in senior care, adding 13 apartments for senior veterans and 37 units of affordable housing, thanks to the generous support of various organizations and community partners. Additionally, we have provided crucial home modifications to enhance the independence of seniors.

**“By instilling hope, we not only improve the well-being of seniors, but also reduce the strain on emergency services and save taxpayer dollars.”**

Furthermore, we have welcomed Mountain Community Senior Services into our organization, enriching our service offerings and extending our reach to more seniors in need. We relocated from a trailer provided by Lewis-Palmer School District 38 to Grace



Best Elementary School, a larger district 38 facility, and expanded resources for caregiver care and companionship.

Central to our mission is the belief in treating seniors with respect and dignity. We have taken steps to protect our brand and identity, ensuring that the name “Silver Key” remains synonymous with quality care and support for seniors. Our social enterprise work through thrift stores aligns seamlessly with our mission, providing essential resources while supporting sustainability.

Moreover, our commitment to measuring and enhancing hope among older adults has yielded tangible results, demonstrating the value of our programs to taxpayers and the community at large. By instilling hope, we not only improve the well-being of seniors but also reduce the strain on emergency services and save taxpayer dollars.

Throughout this journey, our volunteers, staff, donors, and community partners have been invaluable allies, driving our success and enabling us to make a meaningful impact on the lives of seniors. Together, we are creating a Pikes Peak region where seniors can age with dignity, hope, and the knowledge that they are cherished and respected members of our community.

As we continue our work, we invite you to join us in supporting our cause through

volunteering, advocacy, and donations. Together, we can build a brighter future for seniors in our community.

Thank you for your unwavering support and dedication to Silver Key Senior Services.

Sincerely,

**Jason DeaBueno**  
President and CEO  
Silver Key Senior Services

**We are embarking on a move from the fringe of healthcare into the fabric of healthcare.**

# MILESTONES

- **A year of Covid recovery**  
Gotten back to our usual functions after all the restrictions and regulations of the past few years.
- **Independent review of the impact of the Hope Scale**  
See page 9 for more information.
- **Expanded our intern program**  
Added 2 new university partners. Increasing our intern participation from 31 students to 52 students in areas of graphic design, culinary, nursing, social work, counseling, medical, and divinity support.
- **Welcomed veteran experts to our team**  
Not only supporting our veteran workforce but also strengthening Silver Key's core competencies in supporting our senior veterans.
- **Relocated the Tri-Lakes Senior Center**  
Expanded socialization opportunities for our seniors.
- **Created a campus of care**  
Welcomed new non-profits to our Murray campus to help us support our seniors.



# OUR MISSION

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

# OUR VISION

The value, worth and needs of all seniors are identified and honored.

# BOARD OF DIRECTORS

## Operations Board

Chair	Dick Wilhelm	Dave Bunkers
Vice Chair	Laura Kronick	Cari Karns
	Shahera Shalabi	Beatriz Arsuaga
	Lt. Steve Noblitt	Lauren Burrus

## Foundation Board

Chair	David Lord	Greg Broeckelman
Vice Chair	Cindy Johnson	Lynne Jones
	Cari Karns	Jason DeaBueno
	Steve Hunsinger	Dave Bunkers
	Skip Morgan	

## Silver Key Apartments

Chair	Jason DeaBueno	Dave Bunkers
Vice Chair	David Lord	Valerie Anders
	Carla Hartsell	Steve Hunsinger

*Current as of March 2024 publication.*

# LEADERSHIP TEAM

**Jason DeaBueno**  
President & CEO



**Valerie Anders**  
Chief Financial Officer



**Dr. Robin Johnson**  
Chief Health Operations Officer



**Jaime McMullen Garcia**  
Chief Development Officer



**Laurie Z. Wood**  
Chief Grants & Compliance Officer





**Cindy Carvell**  
Director of Community  
Based Services



**Massine Davis**  
Director of Information  
Technology



**Joanne Dreher**  
Executive Assistant



**Annie Hewitt**  
Director of Coordinated Care



**Jayme Holligan**  
Director of Volunteers, Events,  
and Community Engagement



**Colleen Pearl**  
Director of Accounting



**Aaron Simeraro**  
Director of Transportation



**Adrienne Timmons**  
Director of Health Integration  
& Strategy



**Briana Weaver**  
Retail Sales Director

*Current as of March 2024 publication.*

# OUR IMPACT



up to  
**9,000** unique members served every year.

**3,791** hours of member service.

**29,215** boxes of food provided.  
1,344,308 lbs of food.

**30,867** rides including over 500 home deliveries of food commodities.

**55,120** hours of volunteer support.

more than  
**500** dedicated volunteers.

# DONOR IMPACT



**\$250**

**provides:**

- 25 meals (Home Delivered Meals, Meals on Wheels, or Connections Cafe)
- 5 seniors with food for 1 month
- 7 rides to medical appointments, the grocery store, or social activities

**\$500**

**provides:**

- 3 seniors with 3hrs of one-on-one resource navigation
- 1 senior with Emergency Assistance (one-time support with rent, medical expenses, or safety related home repairs)
- 2 seniors with utility assistance

**\$1k**

**provides:**

- 6 seniors with 3hrs each of Housing Navigation
- 29 rides to medical appointments, the grocery store, or social activities
- 111 meals (Home Delivered Meals, Meals on Wheels, or Connections Cafe)



# MEASURING HOPE

## A Comprehensive Senior Assistance Program (CSAP)

Amidst healthcare access challenges for older residents and strain on emergency medical services (EMS), the Next50 Initiative funded a transformative effort: the Community Seniors Assistance Program (CSAP). This initiative, a partnership between Silver Key Senior Services, The Colorado Springs Fire Department, NAMI, and Innovations in Aging, aims to address unmet healthcare needs and reduce overreliance on EMS.

Many seniors face barriers in accessing healthcare due to limited awareness of available resources, leading to frequent

911 calls and emergency department visits. This not only strains the system but also burdens taxpayers. Recognizing this, the Next50 Initiative provided funding for CSAP to bridge these gaps.

The Hope Report, generated from the data collected through Hope Scale assessments, revealed a significant improvement in hope scores among seniors following their involvement with Silver Key. Through such collaborative efforts, we envision a future where all seniors can age with dignity, security, and hope.

# 601

total seniors served

# 580

of those seniors  
were members of  
Silver Key

with a potential of **\$23.5 million**  
saved per year for the county

# FOSTERING HOPE

## A Collaborative Approach for Senior Well-being

**Introduction:** In a unique collaboration between the Colorado Springs Fire Department, NAMI, Innovations in Aging, and Silver Key, a profound exploration into the essence of hope among seniors was undertaken. Through the administration of the Adult Hope Scale—a validated tool for measuring hope—insights were gained into the impact of community engagement on the hope levels of seniors under Silver Key's care.

**Understanding Hope:** Hope, an intangible yet powerful force, shapes our perception of the future. It encompasses optimism, resilience, and the belief in the possibility of positive outcomes. Research has shown that hope not only influences psychological well-being but also has tangible effects on physical health. Studies cited by Harvard.edu indicate that hopeful individuals may experience longer lifespans and reduced risks of chronic conditions, underscoring the significance of hope in promoting overall wellness.

**The Hope Scale Initiative:** Silver Key's initiative involved administering the Adult Hope Scale to senior clients at various intervals, both upon initial connection and throughout their engagement with Silver Key's services. Developed by Snyder et al. (1991), this scale provides a reliable measure of hope, allowing for a quantitative assessment of hope levels.

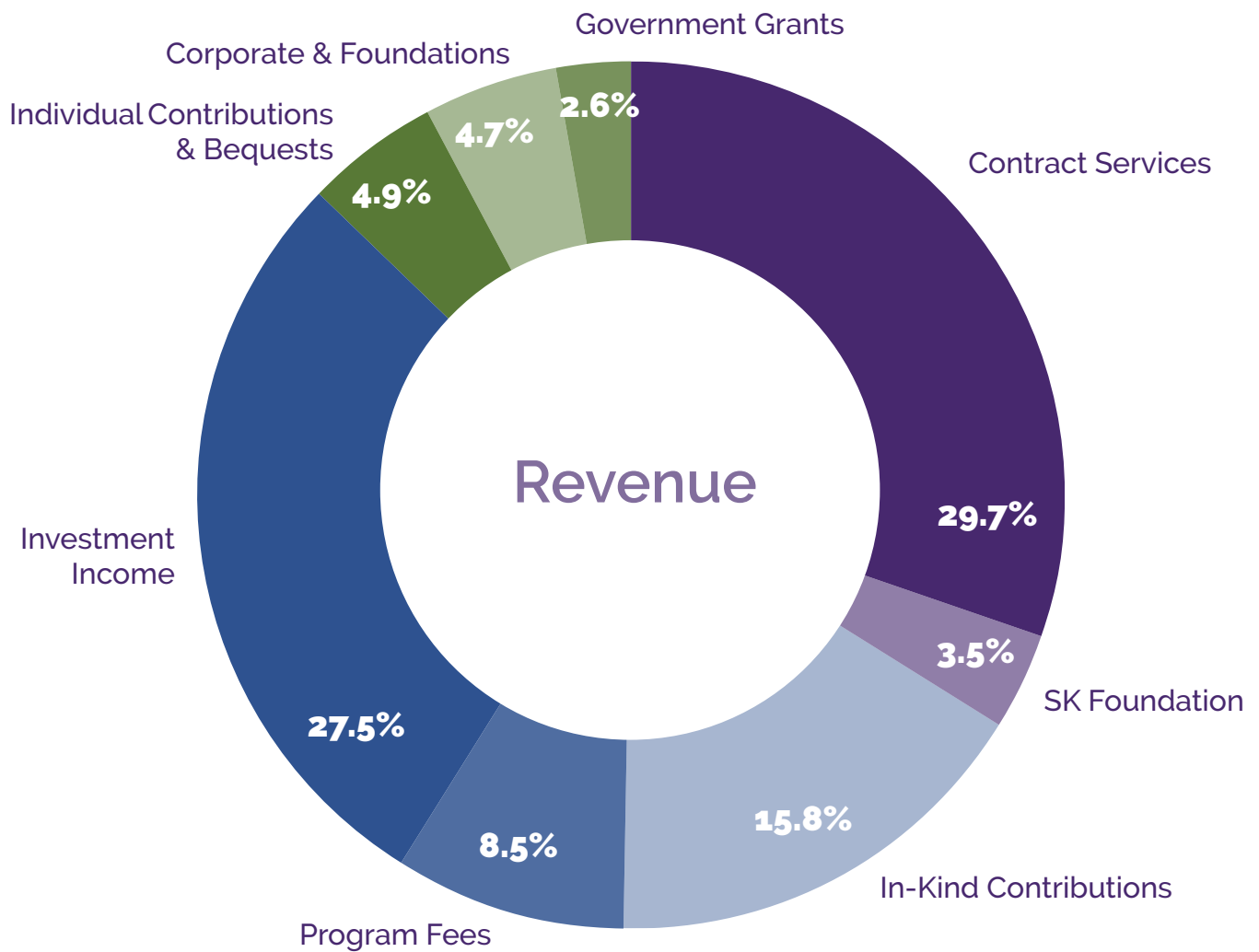
**Findings and Impact:** The Hope Report, generated from the data collected through the Hope Scale assessments, revealed a significant improvement in hope scores among seniors following their involvement with Silver Key. This outcome underscores the transformative potential of community support and meaningful connections in nurturing hope among vulnerable populations.

**Hope in Healthcare:** In the realm of healthcare, hope takes on a profound significance. It represents the belief that the future holds the promise of reduced suffering, enhanced healing, and overall well-being. As highlighted by Mylod (2023), fostering hope is not merely an abstract concept but a fundamental aspect of compassionate care that can positively influence health outcomes and quality of life.

“ We need to acknowledge that hope doesn't always come from within. It can come from the way others support and communicate with us - how they help find and adhere to the path toward healing. ”

Deirdre Mylod, PhD  
April 2023

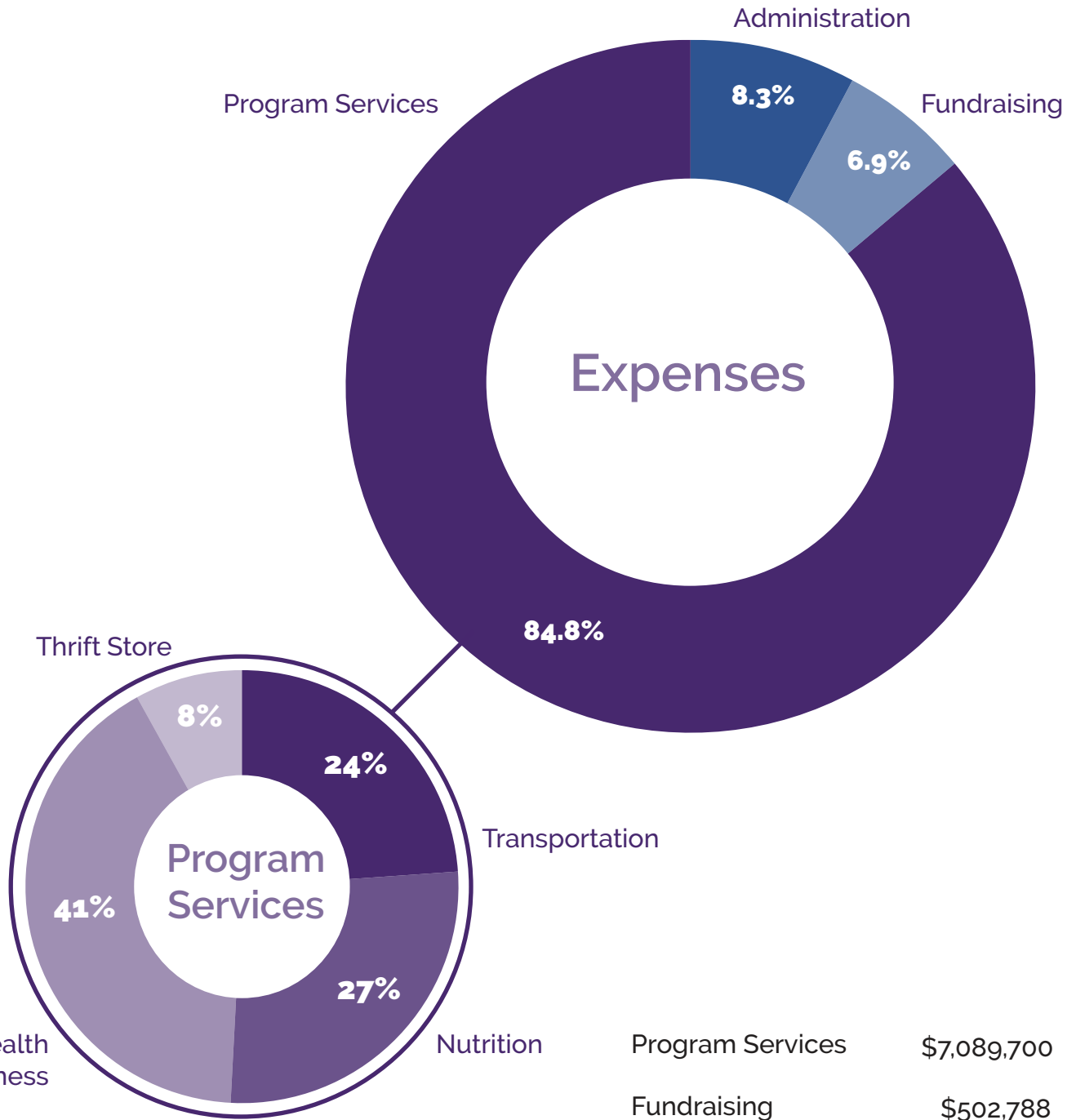
**Conclusion:** The collaborative effort between the Colorado Springs Fire Department, NAMI, Innovations in Aging, and Silver Key has illuminated the importance of hope in the lives of seniors. By leveraging the insights gleaned from the Hope Scale assessments, Silver Key and its partners have demonstrated the transformative power of community support in nurturing hope and promoting holistic well-being among seniors. As we continue to prioritize initiatives aimed at fostering hope, we sow the seeds for a future where optimism, resilience, and healing abound, enriching the lives of all those we serve.



Contract Services	\$2,795,967	Investment Income & Other	\$2,589,675
Silver Key Foundation	\$330,411	Individuals & Bequests	\$461,793
In-Kind Contributions	\$1,488,595	Corporate, Foundation, & Non-Profit Organizations	\$445,079
Program Service Fees	\$805,866	Government Grants	\$248,785

**Total Revenue: \$9,421,562**

# OPERATIONS & FOUNDATION FINANCING



Health & Wellness

Nutrition

Transportation

Thrift Store

Program Services

Fundraising

Administration

\$7,089,700

\$502,788

\$659,965

**Total Expenses: \$8,252,453**

# Members. Volunteers. Staff.

“

I'd probably be out in the street living underneath the bridge if Silver Key didn't help me. They have a lot of beautiful people helping support me.

”



**Craig**  
Member



“

Being in a relationship is what this is all about. It is really heart to heart. Being a volunteer in the companionship program means a lot to me. I have learned so much.

”

## Gale Banda

Companionship Volunteer

“

There is a saying that I came across that reminds me of our work, 'I don't fear being lonely. I fear being forgotten.' ....So, we are there, so they are not forgotten.

”



## Celise Schuler

Retired from Silver Key in 2023 after 27 years of service

*We are delighted to announce that we've been recognized as a top workplace in the Gazette's Best Workplace 2023 list! Huge gratitude to our amazing team for making this achievement possible.*

# BECAUSE OF OUR DEDICATED VOLUNTEERS

there are...

29 more rides  
per day.

112 more meals  
given out per day.

35 more  
Silver Line calls  
answered per day.

30 more clients  
in the food pantry  
per day.

212 hours of services  
per day on average.

500 volunteers  
throughout the year.

## OUR DONORS:

Abram & Ray Kaplan Foundation

Ceres Foundation

Colorado Springs Osteopathic Foundation

Community Health Partnership

El Pomar Foundation

Meals on Wheels America

T Rowe Price Foundation

The Bohnen Family Foundation

The Colorado Health Foundation

Pikes Peak Real Estate Foundation

Workforce Housing PPCF

Walter N. and Alberta H. Drake Foundation

Colorado Springs Health Foundation

# FOUNDATIONS

## Individuals:

Out of respect for our individual donors' privacy, individual donor names are not publicized. However, we are grateful for the collective \$461,793 donated by members of our community.

# SPONSORS

719lending  
 AAA Medicaid Consulting LLC  
 AARP Colorado  
 Adams Bank & Trust  
 Adult Home Health  
 Aetna Inc  
 AIM Senior Services  
 Amazing Care Home Health Services  
 Bob McGrath Counstructions LLC  
 Bright Space Counseling  
 Campbell Homes  
 Centro de la Familia  
 Clear Spring Health  
 Cole Promo  
 Colorado Housing and Finance Authority  
 Discover Goodwill of Southern & Western Colorado  
 Elite Hearing  
 Ent Credit Union  
 First Interstate BancSystem  
 Foundation, Inc.

Fountain Valley Senior Center  
 Gallagher  
 Griffis Blessing, Inc.  
 Hearing Life  
 Humana  
 Innovive Health  
 Integrity Bank & Trust  
 Interim Healthcare of Colorado Springs  
 Kaiser Permanente  
 Larry Ritterband  
 Legend of Colorado Springs  
 Legend Senior Living COS ALF 1, LLC  
 Life After 50  
 Mentally Strong  
 Myron Stratton Foundation  
 Ntiva  
 NurseCore of Colorado Springs  
 Peak View Behavioral Health  
 Pikes Peak Area Council of Governments  
 Pikes Peak Habitat for Humanity

Pikes Peak Hospice & Palliative Care  
 Qmedic Health  
 Real Estate Remedy with Exit Realty Pikes Peak  
 Restore Woundcare  
 Rockies Community Hospice, LLC  
 Rocky Mountain Health Care  
 Scheels  
 Senior Benefit Services  
 Solaris Health  
 Stellar Senior Living  
 The Cutting Edge, Realtors  
 The Independence Center  
 The Palisades at Broadmoor Park  
 Signarama  
 The Stewart Title Foundation, Inc  
 Torregrossa Insurance  
 UCHealth  
 USI Insurance Services

## Proud Partner of:



**AmeriCorps Seniors**



Pikes Peak Area Council of Governments  
 Communities Working Together

