



Annual Report

2020-2021



V.I.P. Appreciation Event



*50th Anniversary Gala

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.

Website:
silverkey.org

Silver Line:
(719) 884-2300

Email:
info@silverkey.org





Our Vision:

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

AGING IS

ALL OF US!

Aging is something we all have in common. In fact, it may be the only experience we all collectively share. While the aging process is universal, our journeys are diverse and unique. That is why Silver Key exists-to support a healthy quality of life for all seniors. Wherever life's journey takes you, Silver Key is here. Silver Key is proud to serve thousands of seniors in the greater Pikes Peak region. We offer a variety of services for area seniors to maintain their independence, safety and a healthy quality of life. We honor, remember and celebrate each and every donor, volunteer, partner and advocate in the community who shares our mission to provide seniors with safety, independence and dignity as they move through the aging process.

Board of Directors

Steve Hunsinger, Chair
Lynne Jones, Immediate Past Chair
Shahera Shalabi, Vice Chair
Howard Black, Secretary
Dave Bunkers, Treasurer
Cari Karns, Foundation Liaison
Carla Hartsell, Member
Greg Broeckelman, Member
DeAnne McCann, Member
Steve Noblitt, Member
Brian Tunnelle, Member
Beatriz Arsuaga, Member

Foundation Board

David Lord, Chair
Richard (Dick) Wilhelm, Vice Chair
Cindy Johnson, Secretary
Mike Rowe, Treasurer
Cari Karns, Operations Liaison
Chester (Skip) Morgan
Jason DeaBueno, President & CEO

Committee Member

Commander Scott Whittington, CSPD

Jason DeaBueno

From our President & CEO



I am proud to present our annual report that illustrates both our commitment to quality senior services as an affordable option to expensive assisted and skilled nursing care, and the solid financial footing for growth and evolution.

Silver Key's history is rooted in companionship, affordable housing, and - over the last several decades - has expanded into specialized transportation, nutritional services, case management to include housing navigation, and comprehensive behavioral health services.

As we advance forward Silver Key is moving into next steps in our evolution in response to national and state changes related to concepts surrounding Social Determinates of Health. What this means is that there is **FINALLY** recognition that there is **VALUE** to prevention and early intervention to overall health and wellness beyond disease management and treatment.

Stated another way, health is dependent on several factors and research across many healthcare entities have determined there are several focus areas that are requisite for health.

continued

Jason DeaBueno, President and CEO of Silver Key Senior Services, accepts the Congressional Record from U.S. Representative Doug Lamborn. Visit silverkey.org/gala to view 50th program recording, photos and more!

Our Future

Where Silver Key is Going

The TOP FOUR SOCIAL DETERMINATES OF HEALTH are:

- **Housing**
- **Food Security**
- **Social Connectedness**
- **Transportation**

You may note that Silver Key sits squarely into those areas in supporting the specialized needs of older adult populations. And, through the great work that Silver Key provides, the benefactors are obviously the clients directly. However, we also know that by us providing the quality work we are reducing the financial burden to insurance companies, family wealth and other systems involved in the care of seniors.

Our future is to continue to achieve 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. In doing so, we proudly announce that we are expanding our footprint in affordable and attainable housing over the next several years.

Finally, as Silver Key broadens our health care service offerings to serve ALL seniors, we are committed to continue to achieve the financial foundation that allows for us to thrive as we step into the new world of health care.

I'm excited about the future and proud to serve alongside so many volunteers, staff and community supporters to keep the needs of seniors visible and respond to those needs!





Milestones

- Strategically reconfigured and expanded services and systems to meet unprecedented demands during the COVID-19 pandemic
- Celebrated our 50th Anniversary with a gala for the community, raising friends and funds toward our healthy future – and received national Trademark designation for Silver Key's brand
- Honored by the 117th U.S. Congress House of Representatives and entered into the Congressional Record in celebration of 50 years of service to over 500,000 seniors

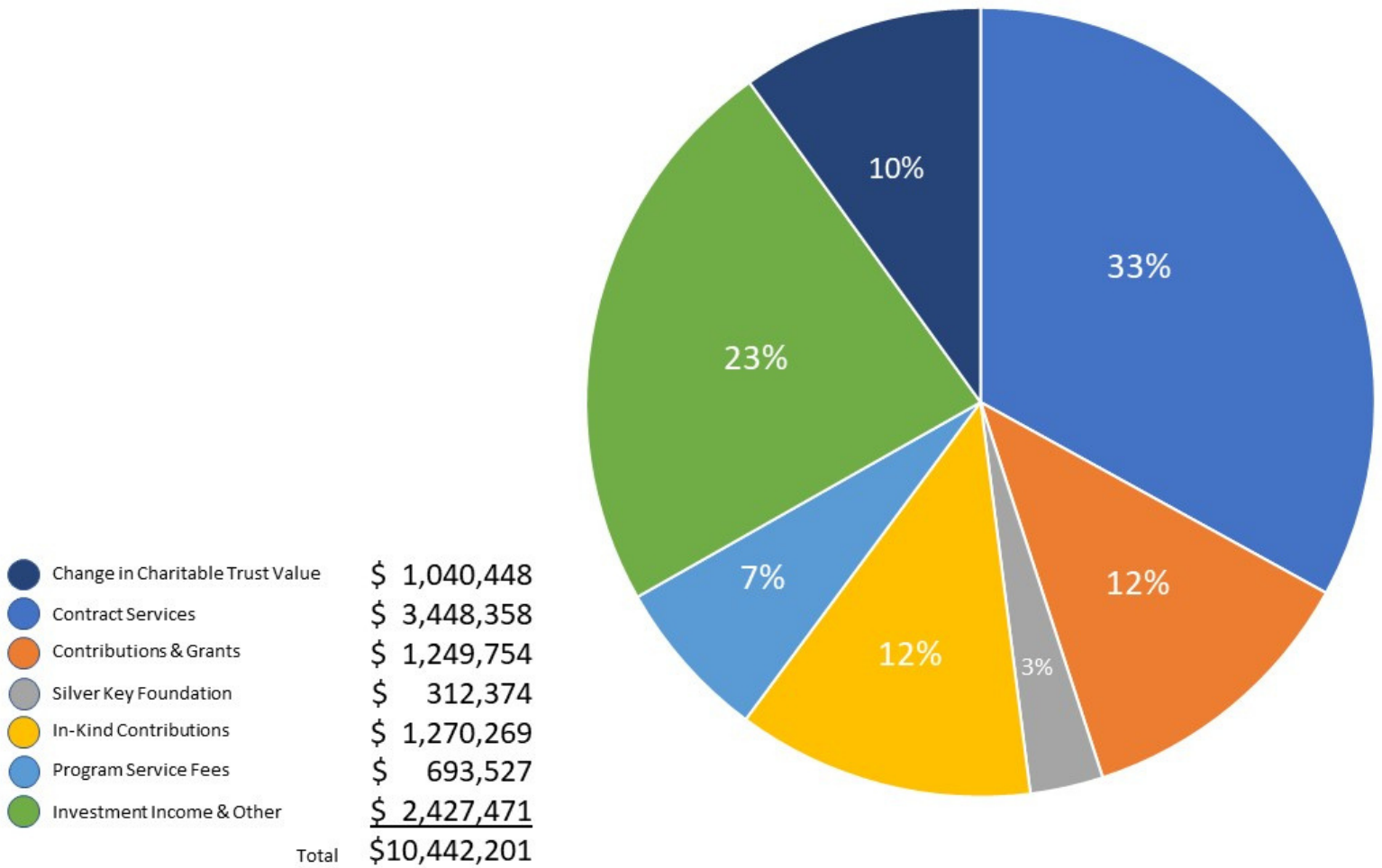
Plans

- Long-term sustainability through the addition of Medicare/Medicaid/private insurance billing for qualified services and innovative new self-pay initiatives including Reassurance+
- Attainable housing initiatives for seniors including emergency assistance, housing navigation, home modifications and the construction of new Silver Key Senior Apartments adjacent to our campus headquarters
- Service expansion plans to extend throughout the Pikes Peak region, beginning with nutrition and information navigation in eastern El Paso County (Calhan\Peyton\Falcon) for seniors

Operations & Foundation Financials

2020-2021

Revenues: \$10,442,201



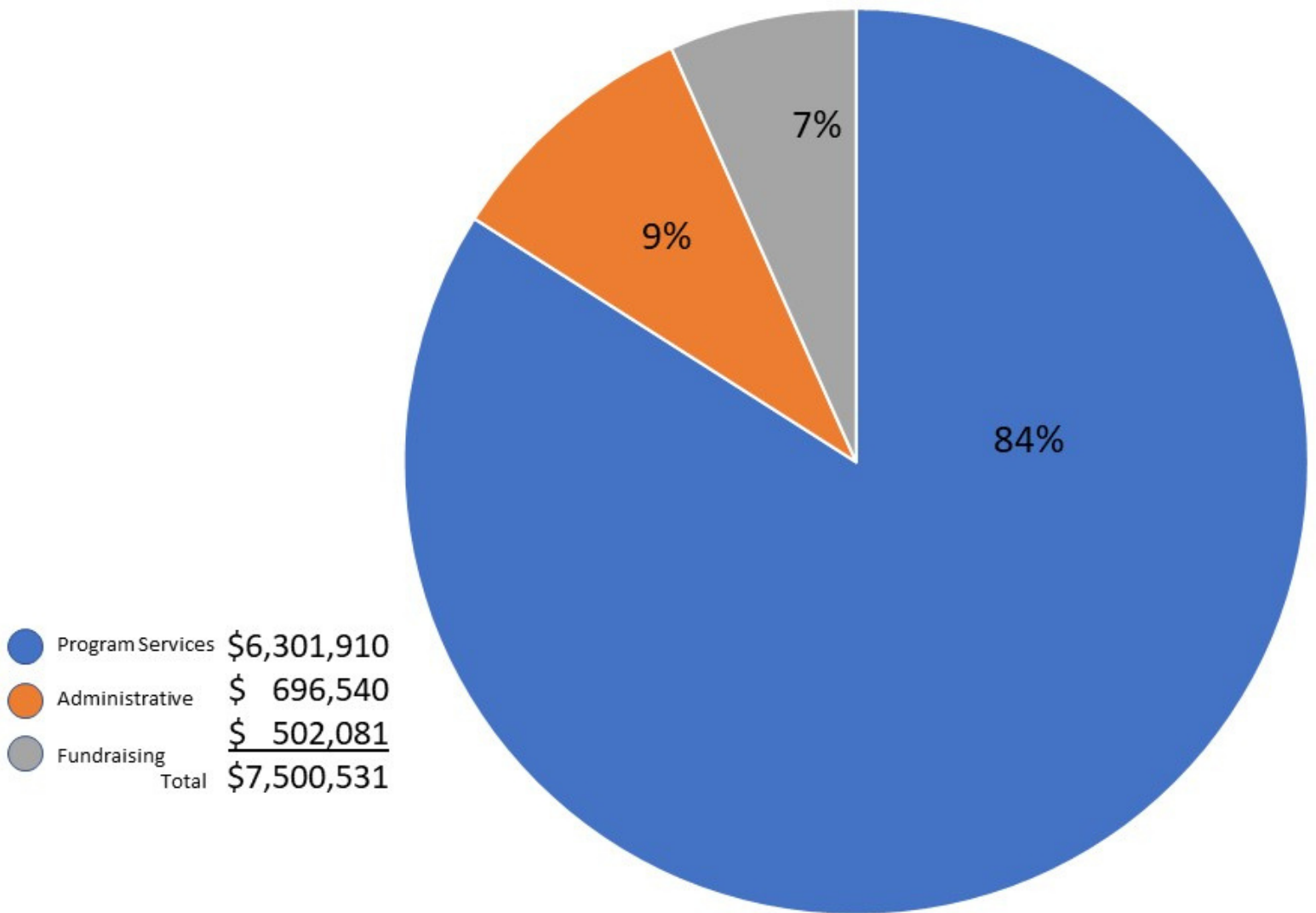
* Fiscal Year Milestones:

Silver Key's combined financial report includes both Operations and Foundation Revenue and Expenses and presents noteworthy performance earnings of \$2.6 million, combined, in Long Term Investments, Endowment accounts and Charitable Trusts, each with either Board or Donor restrictions with earnings to support client emergency assistance and operations.

Operations & Foundation Financials

2020-2021

Expenses: \$7,500,531





IN THE NEWS!

1

NextFifty Initiative has awarded Silver Key Senior Services and its three collaborating partners – NAMI Colorado Springs, Colorado Springs Fire Department (CSFD), and Innovations in Aging Collaborative – multi-year funding for the new Comprehensive Senior Assistance Program, which supports older adults in the Colorado Springs area.

2

Colorado Springs Indy Publishing House recognized companies and organizations this week for promoting mental health and wellness in the workplace. Congrats Silver Key!

3

Silver Key Senior Services has been awarded a \$75,000 grant from AmeriCorps Seniors RSVP (Retired “and” Senior Volunteer Program), as one of 17 organizations in Colorado to receive a federal grant. This grant supports seniors ages 55 and older who want to volunteer with Silver Key supporting aging adults in our community. The focus of this program is to help seniors, including veterans and military families, live independently through healthy futures.



A Typical Day At



A quick glance at the enormous impact just ONE day of volunteer service has on Silver Key clients.

**WITH
our Volunteers**

**WITHOUT
our Volunteers**

118 Rides



91 Rides

Reserve & Ride

706 Meals



429 Meals

Cafe & Delivered Meals

193 Calls



154 Calls

Silver Line

56 Clients



26 Clients

Pantry

46 Visits



15 Visits

Companionship

What does one day add up to?

An average of...





143 hours of services =

\$4,081* of wages

*based on Colorado's average hourly wage 2021

More than \$1 million dollars in annual salary savings.

Without volunteers there would be no:

-  Front desk customer assistance
-  Reserve & Ride scheduler
-  Thrift store support
-  Enriched connections with clients

*Fiscal Year 20-21

What does Silver Key Mean to you?

Silver Key Clients, Volunteers & Donors

Client

"Silver Key is always here when you need them and will help you when you need."



Volunteer

"I've had some of the greatest conversations with the clients I work with and have built true friendships."



Client

"Silver Key means home because it is like a family."



Donor

"My giving has great impact on a mission I'm passionate about."



Volunteer

"Delivering meals is the highlight of my week."



Volunteer

"I help make it happen."



Client

"You can't have too many people who care about you."



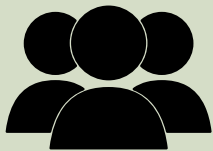
Client

"Silver Key means I have friends now."



Annual Impact Report

With your Support, We Can do More!



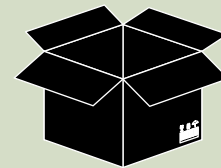
CLIENTS

More than **11,000** unique clients served every year provided



HOURS OF SUPPORT

Health & Wellness:
4,402 hours of client service



BOXES OF FOOD PROVIDED

Food Pantry:
27,136 boxes provided: 1,080,308 pounds of food



RIDES

29,470 rides, including 3,194 home deliveries of food commodities



MEALS

175,756 meals provided



HOURS OF IMPACT

Volunteer Impact Program:
35,725 hours of support

On behalf of the entire board and family of dedicated staff, volunteers, and donors, thank you for your contribution to this organization and for helping Silver Key soar to new heights while achieving more than we ever imagined possible.

DATA AND INFORMATION BASED ON
FISCAL YEAR 2020-2021

Donor Impact

Thank You for Your Support.



\$1,000

- 6 clients with 3 hrs each of Housing Navigation
- 29 Reserve & Rides
- 111 meals (Home Delivered Meals, Meals on Wheels or Connection Cafe).

\$500

- 3 clients with 3 hours of Case Management Navigation
- 1 client with Emergency Assistance support
- 2 clients with Utility Assistance



\$250

- 25 meals (Home Delivered Meals, Meals on Wheels or Connection Café).
- 5 clients for one month at the Food Pantry
- 7 Reserve & Rides

\$100

- 1 hr of Behavioral Health time with a specialist.
- 2 hrs of time with a Case Manager
- 10 meals (Home Delivered Meals, Meals on Wheels or Connection Café).



SK Champion



You can become a Silver Key Champion by supporting Silver Key with a scheduled monthly contribution of \$25 or more. Silver Key Champions embrace the vision of Silver Key, actively ensuring that the value, worth, and needs of all seniors are identified and honored.

OUR ORGANIZATION IN NUMBERS



BEAUTIFUL
YEARS OF
ACHIEVEMENTS

11,000+



GREAT CLIENTS
WE SERVE
EVERY YEAR

600+



DEDICATED
ACTIVE V.I.P.
VOLUNTEERS

80+



PASSIONATE
STAFF
MEMBERS

THANK YOU SPONSORS

Together we make a difference in the lives of seniors!

Champion



Silver



Hero



A Program of Rocky Mountain Health Care Services

Gold



The Gazette

PULITZER PRIZE-WINNING JOURNALISM, EST. 1872



Bronze



Silver Ally



Most charities have sponsors. What is unique about the corporate supporters of Silver Key is they are authentically engaged with our purpose. Their involvement with us shows that the thousands of seniors we serve every year are important to them, too.

Strategic partnerships help Silver Key continue to offer a variety of services for area seniors to maintain their independence, safety and quality of life. On behalf of local seniors -

Thank You!