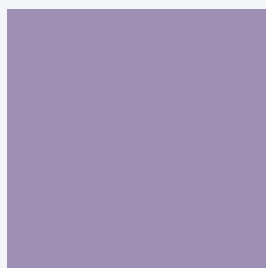
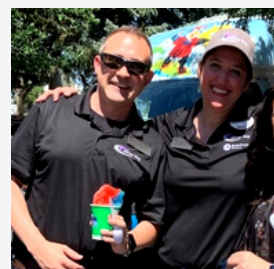




# ANNUAL REPORT

2021-2022



## 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](https://silverkey.org)

Silver Line:  
(719) 884-2300

Email:  
[info@silverkey.org](mailto: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

Shahera Shalabi, Chair  
Howard Black, Vice Chair  
Lt. Steve Noblitt, Secretary  
Dave Bunkers, Treasurer  
Cari Karns, Foundation Liaison  
Brian Tunnelle, Member  
Beatriz Arsuaga, Member  
Marie G. Lambert, Member  
Laura Kronick, Member  
Lauren Burrus, Member

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## Foundation Board

David Lord, Chair  
Dick Wilhelm, Vice Chair  
Cindy Johnson, Secretary  
Mike Rowe, Treasurer  
Cari Karns, Operations Liaison  
Steve Hunsinger, Member  
Chester (Skip) Morgan, Member  
Greg Broeckelman, Member  
Lynne Jones, Member

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## Committee Members

Scott Whittington, Committee Member  
DeAnne McCann, Committee Member  
Carla Hartsell, Committee Member



# Leadership Team



Jason DeaBueno  
President and CEO



Valerie Anders  
Chief Financial Officer



Derek Wilson  
Chief Strategy Officer



Laurie Z. Wood  
Chief Operations Officer



Jayme Holligan  
Director of Volunteer  
Engagement, Events and  
Community Relations



Cindy Carvell  
Director of Community  
Based Services



Annie Hewitt  
Director of  
Coordinated Care



Massine Davis  
Director of Information  
Technology



Adrienne Timmons  
Director of Health  
Strategies and Integration



Joanne Dreher  
Executive Assistant





## Jason DeaBueno From Our President & CEO

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Dear Silver Key Partners,

It has been said that the bridge between goals and accomplishments is discipline. As an organization, we are on that bridge "between."

Silver Key has demonstrated the ability to be resilient, adaptable, and wise as we move through the adverse effects of the pandemic's impact on our nation, our aging community, and our organization. The pandemic created opportunities to identify and serve significantly more older adults than what Silver Key has traditionally served in the past. Challenges accompany these opportunities.

Our challenges stem from the needs as a nonprofit organization to address and mitigate multiple issues related to increased demand for services. These service demands are coupled with increased costs to deliver, in the face of decreasing revenue streams. Despite more seniors in urgent need of critical care and essential services, our primary funding contracts have reverted to 2019 levels even though we are serving more seniors.

This places us in the "between" - requiring strategic re-balancing of our resources and capacity with staff, volunteers and infrastructure needed to serve our growing community and meet the heart of our mission. We have, therefore (for some services), had to make the intentional, and historic, business decision to pause on adding new clients until additional funding is secured to help address the current gap. In this current environment there are simply insufficient resources to continue

growing the number of people served to an already strained system, all the while remaining true to our North Star of quality service that has defined Silver Key for more than 50 years. The good news is that several resources emerged over the last three years to help meet increasing needs – and more continue to emerge. Our essential connections with donors, funders, and past sponsors are helping to bridge the gap and we remain as energized as ever to serve our senior community.

In October, our Silver Key team plus a few board members took time to celebrate each other and help to model the importance of taking a breath during times of change and pressures of being “between” two competing situations - the proverbial rock and a hard place. We remain

disciplined in our commitment to service quality. This dedication to quality leads our organization's decision making and guides us during the strategic post-pandemic “between” period we are in. We embrace the “Oneness of Silver Key” to be effective and efficient in serving the needs of each person already in care in a coordinated fashion. Once an individual is receiving a service, they become part of the Silver Key family, and as such benefit from the wraparound offerings we provide. At Silver Key, our services have great value. Therefore, they require adequate resources to thrive. This is our rallying cry so that Silver Key continues to thrive over the next fifty years. Our goal is to remain disciplined and in tandem with our stakeholders so that we may celebrate many more years of accomplishments.

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***Please support our mission. If you are already a partner and/or if you are contemplating doing so there is no better time than now. Silver Key is working hard to fully master our art of service and care to older adults in need, remembering always that “Aging Is...All of Us!”***

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# Milestones and Plans



## Milestones

Silver Key Senior Services was awarded 9% Low Income Housing Tax Credits to develop 50 units of affordable senior housing adjacent to our campus, with groundbreaking expected in 2023.

Silver Key acquired the Tri-Lakes Silver Alliance in Monument (now renamed-Silver Key at Tri-Lakes Senior Center) in a merger that expands services, activities, and fellowship opportunities for seniors in northern El Paso County.

Silver Key hosted our first ever Senior Summit with HUGE success. More than 1300 attendees, 70+ vendors, and a diverse array of valuable information sessions made this inaugural event valuable to the entire community.

Silver Key and Pikes Peak Habitat for Humanity are collaborating on a senior home modification program. This initiative supports efforts help to combat senior housing challenges and isolation.

We proudly launched the Silver Lining Alliance – the first legacy giving society in Silver Key's 52 year history. The Silver Lining Alliance honors those who have made a significant investment in our mission, allowing their legacy and ours to thrive well into the future.

## Future Plans

Ongoing expansion of services and service area to extend throughout the Pikes Peak region.

Continued expansion of sustainable resource development efforts including Medicaid/Medicare/private insurance billing, and innovative self-pay initiatives.

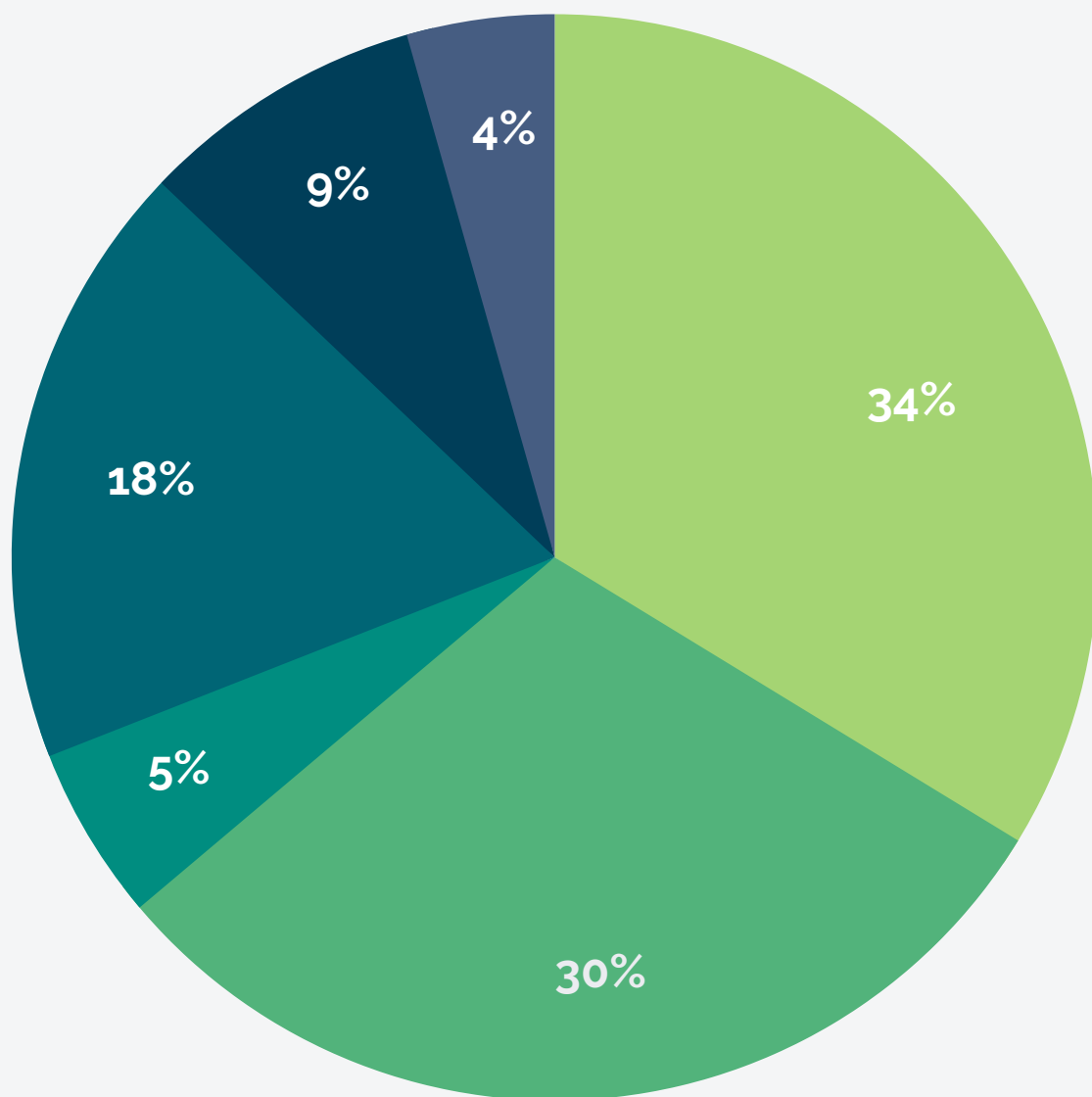
Exciting construction groundbreaking and opening on our campus connected 50 senior housing units, including 13 Veteran-specific HUD VASH trauma informed living residences.



# Operations & Foundation Financials

## 2021-2022

Revenues: \$8,462,882\*



Contract Services:	\$2,854,453
Contributions and Grants:	\$2,548,865
Silver Key Foundation:	\$439,162
In-Kind Contributions:	\$1,529,207
Program Service Fees:	\$719,436
Investment Income and Other:	\$371,758

**TOTAL: \$8,462,882\***

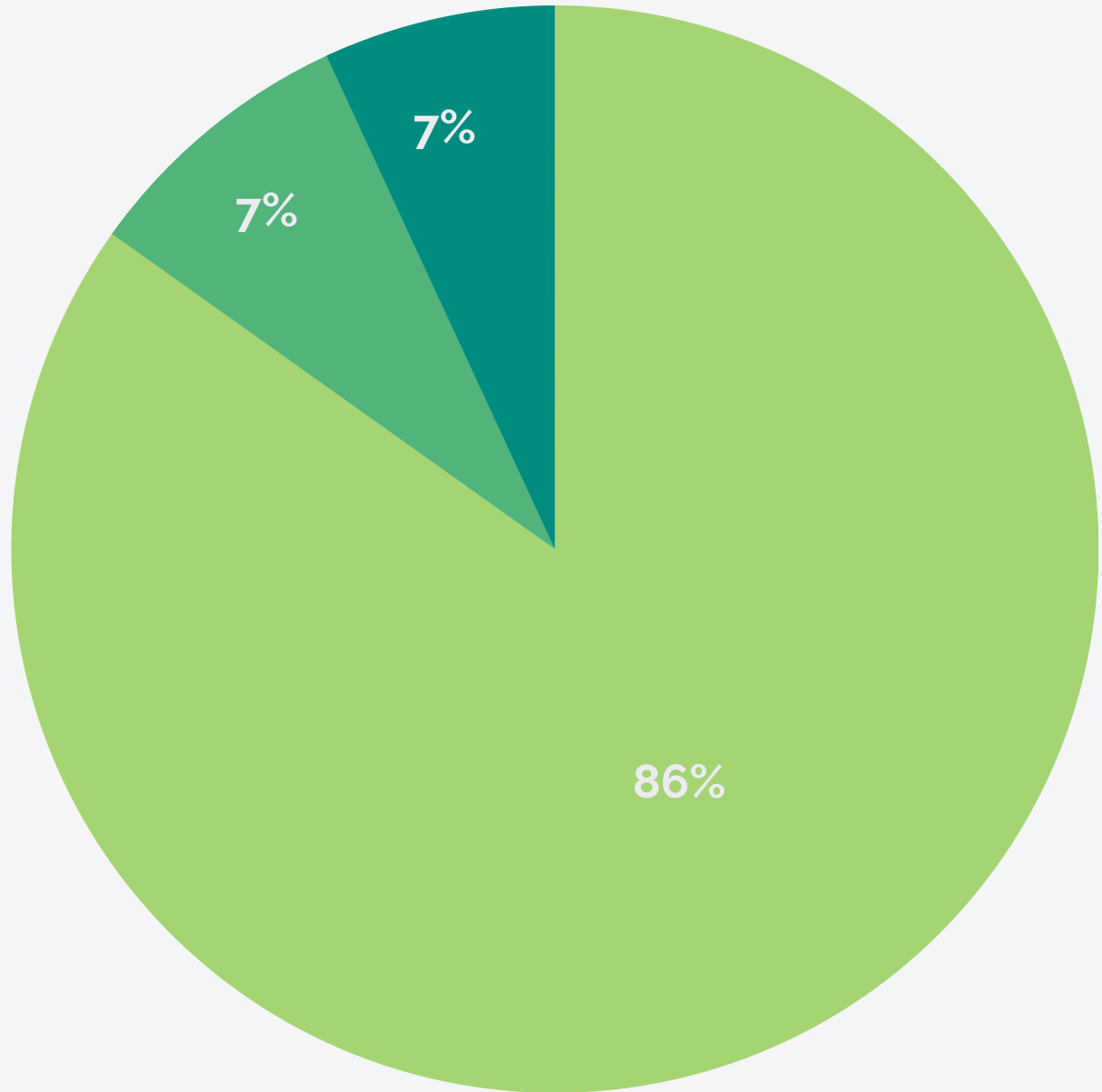
\*Does not include unrealized investment losses of \$924,594, based on long term investments, endowment accounts and charitable trusts valued at \$12,569,357 as of June 30, 2022.



# Operations & Foundation Financials

## 2021-2022

Expenses: \$8,437,944



Program Services:	\$7,159,240
Administration:	\$696,533
Fundraising:	<u>\$582,171</u>
TOTAL:	\$8,437,944



**Colorado Springs** 2021-2022

## In The News!

- Silver Key participated in the national Meals on Wheels 50th Anniversary celebration, a month-long, nationwide celebration of Meal on Wheels and our senior neighbors who rely on this essential service to remain healthy and independent at home.
- Silver Key teamed with AARP Foundation to empower low-income older adults to remain in their homes as they age. AARP Foundation Property Tax-Aide helps low and moderate-income older adults get money back on their homes by helping Pikes Peak residents navigate the often-complex process of applying for property tax refunds or credits.
- Silver Key launched new service extensions for Falcon/Peyton and Calhan areas to expand and extend our current nutrition and other services to a growing community. In a new and unique partnership with the Pikes Peak Library District, Silver Key established two "pop-up" service extension sites in both communities.





# 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

118 Rides

539 Meals

174 Calls

51 Clients

7 Visits



Reserve & Ride



Cafe & Meals



Silver Line



Pantry



Companionship

## Without Our Volunteers

89 Rides

312 Meals

139 Calls

21 Clients

2 Visits

## What does one day add up to?

### An average of...





184 hours of services

\$5,511\* of wages

\*based on national volunteer hourly rate

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

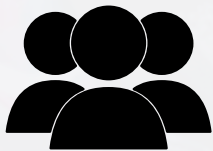
### Without volunteers there would be no:

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

\*Fiscal Year 21-22

# Annual Impact Report

## With your Support, We Can do More!



### CLIENTS

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



### HOURS OF SUPPORT

Health & Wellness:  
3,755 hours of  
client service



### BOXES OF FOOD PROVIDED

Food Pantry:  
27,136 boxes  
provided: 1,248,644  
pounds of food



### RIDES

28,679 rides,  
including 945 home  
deliveries of food  
commodities



### MEALS

135,956 meals  
provided



### HOURS OF IMPACT

Volunteer Impact  
Program:  
49,118 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 2021-2022



# What Does Silver Key Mean to You?

## Silver Key Clients, Volunteers & Donors



**Client**

"Each time I talked with Silver Key, I got a little bit stronger."



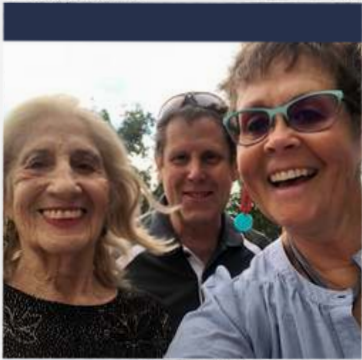
**Volunteers**

"It is so worthwhile to get out and do something for our community."



**Client**

"They took away the anxiety and fear about asking for help."



**Client**

"Silver Key is like family."



**Donor**

"My passion for the organization has grown."



**Client**

"Silver Key has been a blessing in my life."



**Client**

"Silver Key went above and beyond."



**Donor**

"I'm grateful to play a role to help Silver Key provide on going programs and services to our senior community."



**Volunteer**

"Makes me feel good, that I helped people throughout the day."



# 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



## 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

52<sup>+</sup>   
BEAUTIFUL  
YEARS OF  
ACHIEVEMENTS

11,000<sup>+</sup>   
GREAT CLIENTS  
WE SERVE  
EVERY YEAR

450<sup>+</sup>   
DEDICATED  
ACTIVE V.I.P.  
VOLUNTEERS

70<sup>+</sup>   
PASSIONATE  
STAFF  
MEMBERS



# Grantors Acknowledgement

Together we make a difference in the lives of seniors!



Batchelder  
Foundation



Freda Hambrick  
Fund



Joslyn Trust



Marson Foundation



Osborne Trust



RNR Foundation

T. ROWE PRICE FOUNDATION, INC.



Anonymous  
Grantor

Silver Key is grateful for the numerous public and private grantors who provide essential funding for our programs and operations, allowing thousands of seniors throughout our community to thrive and remain independent.

# Thank you Sponsors

Together we make a difference in the lives of seniors!



Gold



Guardians



NTSOC NTSOC  
Home Health Healing Heroes  
Project

Diamond



Silver



SILVER ALLY



U.S. OLYMPIC & PARALYMPIC  
TRAINING CENTER  
COLORADO SPRINGS



# Bronze



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



### LIKE

SO WE CAN ASSESS  
WHAT MOST  
RESONATES WITH  
OUR COMMUNITY



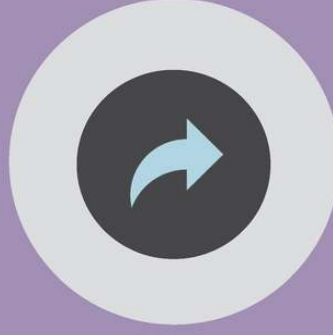
### COMMENT

SO YOU CAN HAVE  
A VOICE, START A  
CONVERSATION  
AND INTERACT  
WITH US



### SHARE

SO THAT OTHERS  
MAY BENEFIT FROM  
INFORMATION  
ABOUT SILVER  
KEY AND CAN GET  
CONNECTED



### FOLLOW

SO YOU CAN STAY  
UPDATED AND  
"IN THE KNOW"  
REGULARLY



## OUR PLATFORMS & HANDLES



@SilverKeySeniorServices



@silverkeycos



@Silver Key



@SilverKeyCOS



@SilverKeyCOS

As a diverse organization with the firm stance that "Aging is...All of Us!", we want to provide an immediate and user friendly way for all of our clients and stakeholders to interact with us and stay informed on a routine basis. By keeping all of our social media

channels current, with daily posts, we are able to engage and inform our community. We are on Facebook, Instagram, LinkedIn, Youtube and Twitter. **Like, Share, Comment** and **Follow** us for updates, related articles, and all other info in the senior sphere.