



2024 ANNUAL REPORT

A Donor-Supported Nonprofit Organization



























Dear Friends,

2024 was a year of aging in place and thriving in motion. Whether through the sophistication of our updated Technology Lab or the simple joy of creating beautiful things with friends, we worked hard this year to ensure the Pasadena Senior Center remains a place where all older adults can pursue their interests and thrive.

Aging in Place

Many older adults wish to remain in their homes and communities for as long as possible—a desire known as "aging in place." Our commitment to supporting this goal means offering engaging classes and enriching events at accessible prices. We are especially mindful of those living on fixed incomes. Partnerships with dedicated volunteers from the Order of Malta, who deliver fresh produce, and the LA Regional Food Bank, which provides monthly food boxes, help us meet essential needs and improve quality of life.

Thriving in Motion

Our Fitness Center continues to be a source of inspiration, helping members stay active and achieve personal wellness goals. This year, we expanded our offerings by adding certified personal fitness coaches and launching the Health Enrichment Program. These tailored personal training sessions empower individuals to take charge of their health and well-being in a supportive, age-friendly environment.

All of this is possible because of <u>you</u>.

Membership dues and program fees cover only a portion of the more than 100,000 units of service we





provide each year. Your generosity allows us to deliver vital programs, pay skilled instructors, offer social services, and maintain our facilities—ensuring the Pasadena Senior Center remains a vibrant, inclusive hub for older adults both in person and online.

You, our donors, are at the heart of everything we do. Your continued support enables us to meet the growing demand for services now and into the future. Together, we are building a strong philanthropic community committed to the dignity, vitality, and connection of older adults.

As you review our 2024 annual report, we invite you to continue making the Pasadena Senior Center a top priority in your charitable giving.

With gratitude,

Akila GibbsExecutive Director

Sandy GreensteinBoard President

Sandy Gentem





Beanies and More

More than a hundred newborn babies are getting a nice warm start in life thanks, in part, to the members of the Pasadena Senior Center's **Yakkin' and Yarnin' Club**. The group recently created 103 baby beanies that were distributed for little ones at Huntington, Arcadia and Verdugo Hills hospitals.

The beanies are just the group's latest project. Over the years members have made 130 care kits with hats and scarves for soldiers in Afghanistan, and sweaters for pets at the Humane Society.

The group started 14 years ago when the Center received big donations of yarn and unfinished knitting projects. Volunteers transformed them into useful items including sweaters, scarves and baby blankets and the Yakkin' and Yarnin' club was born.

It's an unstructured group that gathers to work on projects and support each other. Members admit they could work at home, but they get together for what one member calls "the friendship and sociability." Member Muriel Coleman explains "We all have the same problems. We have a lot of health discussions. We encourage each other."

Anyone, from beginner to expert is welcome. Some members knit or crochet, while others do needlepoint or different projects. Barbara McCutchan wasn't a knitter, but she was looking for ways to do more volunteering. She learned to make baby beanies on a loom at the Center "So I just started and I stayed with it," she explains. "These are nice people."

When someone runs into trouble with a project, club facilitator Vicki Grootegoed helps them get back on track. She also tries to create things out of donated yarn that other members don't want. She has made everything from finger puppets and table decorations to warm sweaters and hats.

Sometimes the group's creations are donated where they're needed. Other crafts are sold, with part of the proceeds going to the Center. Either way, members say they're happy to see their work put to good use.







I used to have fatigue... But not anymore. I'm in a good mood all the time now." John Richardson gets a thrill hanging off the edge of a sailing dinghy trying to outrun a pack of small craft racing in Marina Del Rey. It takes strength and agility to have a shot at first place, so he worked out in the Independent Gym program at the Pasadena Senior Center. Kala Patel worked out there to build her strength to deal with osteoporosis. Whether they wanted to lift growing grandchildren, clean out the garage, or win a sailboat race, Pasadena Senior Center offered members fitness programs to meet their goals.

During the Health Enrichment program, we worked with a group of fitness center members on exercise, nutrition and emotional health habits to improve their ability to age in place and tackle life's challenging tasks. Individual programs were designed to meet members' specific needs.

For Richardson, that meant strengthening his core muscles and improving his agility so he could handle both the sail and the tiller of his sailing dinghy. He has to get his weight way out over the edge of the boat to increase its speed. Since working the program, he said he's able to lean out further and bring his boat from the back of the pack to second place.

Another member said she could feel her muscles grow stronger since she began working on the program. That was important to her as she dealt with osteoporosis. As a vegetarian, she received nutrition advice in order to get enough protein to improve her strength. She said it made a difference in her life. "I used to have fatigue, but not anymore. I'm in a good mood all the time now."

The goal was to empower older adults to go beyond what they think they can do, so they can age in place and thrive in motion. Richardson said a lot more was done, creating a community of support that keeps members working toward their goals.



This year, we proudly expanded our Technology Lab and iPhone classes. As a result, we've seen a significant increase in our members' confidence and comfort in using their digital devices.

Many are now upgrading their smartphones, connecting more frequently with friends and family through FaceTime, and navigating their world more independently using apps like Maps and ride-sharing services.

We've also received growing interest in new topics—like digital photography—where members are learning to capture high-quality photos using their smartphones.

Technology Lab Highlights:

EDUCATIONAL HUB

Our Tech Lab is primarily used for educational programming, including computer classes, artificial intelligence (AI) workshops, iPhone photography, and general tech support.

ACCESS TO VIRTUAL PROGRAMMING

Members who cannot participate from home can join our "Let's Talk" programming and other online lectures right from the lab.

Advanced Equipment: The lab features an 85" Smart TV and video conferencing capabilities enhanced by an Al-integrated camera system.

For participants who do not own smartphones or tablets, the lab provides loaner devices to ensure everyone has the opportunity for interactive learning.



ArtNight Pasadena

For the first time, we were selected as a host venue for the spring City of Pasadena's ArtNight, joining the Art Center College of Design, the Jackie Robinson Community Center, the Armory Center for the Arts, and local museums.



We were honored to participate as a host venue and invited everyone to come to the Center to enjoy an evening of live music, art exhibits and wonderful food, and see all that we offer to older persons in the community.

For the event we teamed up with MUSE/IQUE, the celebrated music non-profit organization, to offer live music,

photography and watercolor exhibits, facility tours, a food truck and other activities during the evening.

With a theme celebrating MUSE/IQUE's 2024 season, 'Make Some Noise,' ArtNight at the Pasadena Senior Center featured two musical performers, the DC6 Singers and Rachel Gonzalez.

The DC6 Singers, a Los Angeles-based collective of dynamic, energetic and professional singers performed their unique blend of a capella, gospel and Motown hits, including their fresh take on classic and current standards ranging from Marvin Gaye and Stevie Wonder to Adele and Bruno Mars.

Singer-songwriter Rachel Gonzalez, a Los Angeles native, offered soul driven melodies & intentionally honest storytelling, accompanied by her acoustic guitar.



We had nothing but positive comments throughout the evening, and all aspects of the event went smoothly.

 MUSE/IQUE was also delighted with the way the whole evening went, and especially the turnout.

Community partnership and outreach at its best!

Supporting the most vulnerable

A wise person once said, "Variety is the spice of life," and Akila Gibbs, Pasadena Senior Center's executive director, agrees. [...] There is always something exciting happening at the Center. "Our main objective is that we want seniors to age well with dignity," Gibbs said.

[...] The center is a haven for many who come for classes and programming and flock to the center to connect with friends, have lunch, or play cards or pool. The center's lounge is often populated with people relaxing, reading the newspaper, and sipping a hot drink from the coffee bar.

On the first Friday of each month, the Center partners with a food bank to provide meals to seniors in need and currently has the largest food distribution program for older adults in Southern California.

Seniors comprise one of the most vulnerable populations, with many older adults not receiving proper care or support. The center runs a "telephone reassurance" program that does regular phone check-ins on seniors in the community. [...] The programming and classes at the center are intentional and feature a two-pronged approach — keeping seniors healthy physically through movement and exercise and mentally to stave off loneliness and "keep people interested in life and in learning new things," Gibbs said. Physical activity is especially vital for older adults who experience muscle atrophy at a rapid pace without exercise.

At its core, the center means to create a welcoming community to provide seniors with a place to expand their lives and social circle and continue learning about themselves. "When you come to a place like the Pasadena Senior Center, you meet new friends. You get to learn something you didn't know before. We have people taking art classes who never thought they could paint, and they find out, to their surprise, that there is an artist living in them. That's wonderful — seeing people discover new things about themselves and learn new things[.]"



Our main objective is that we want seniors to age well with dignity.







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Sue L. Wright



The Pasadena Senior Center is truly a lifeline for the seniors of this community. The services provided are exemplary and worthy of praise. Seniors feel cared for at this center. I am a proud supporter of the Pasadena Senior Center."

—BETTYE A. THOMPSON

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I appreciate the Cultural Thursday programs and so many things about PSC. I've met so many great people and made good friends during this time. You've got a lifelong member now. Thanks for everything."

—TOSHIA PETERS

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\$2,000 to \$4,999

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My mother so enjoyed her time here, exercising and visiting with her friends. She looked forward to her cup of coffee and sitting on the back patio. Thank you all for embracing her."

—CLAUDIA ALVES DAUGHTER OF THEREZINHA ALVES

We are proud to recognize all donors while being environmentally responsible. For a complete list of donors, please reference the 2023 Annual Report at **www.PasadenaSeniorCenter.org**. We apologize for any unintentional errors.

Contact Pam Kaye at (626) 685-6756 or PamK@PasadenaSeniorCenter.org with your corrections.



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MISSION STATEMENT

Our MISSION is to improve the lives of older adults through caring service, and opportunities for social interaction, recreation, basic support and needs services, education, volunteerism and community activism.

STATEMENT OF FINANCIAL POSITION

December 31, 2024

ASSETS

Current Assets

Investments Contributions receivable	\$5,798,775 \$25,000
Accounts receivable	\$307,275
Prepaid expenses	\$11,682
In-kind facility lease, current portion	\$36,979
Total Current Assets	\$6,579,598

Noncurrent Assets

Total Assets	\$8,184,859
Total Noncurrent Assets	\$1,605,261
Property and equipment, net	\$215,942
In-kind facility lease, noncurrent	\$304,652
Investments	\$1,084,667

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable & accrued expenses	\$149,170
EIDL loan current portion	\$9,451
Total Current Liabilities	\$158,621

Long-Term Liabilities

EIDL loan, long-term portion	\$319,266
Total Long-Term Liabilities	\$319,266
Total Liabilities	\$477,887

Net Assets

Without donor restrictions	\$3,013,204
With donor restrictions	\$4,693,768
Total Net Assets	\$7,706,972
Total Liabilities and Net Assets	\$8,184,859



A Donor-Supported Nonprofit Organization



85 East Holly Street,
Pasadena, CA 91103
t. 626.795.4331 / f. 626.577.4235
info@PasadenaSeniorCenter.org
PasadenaSeniorCenter.org

Engage 1,100

Competitors in the Pasadena Senior Games

3,080

Students Enrolled in Classes

9,689

Club Participants Enrich 510

Concert

Concert Goers

1,393

Masters Series
Students

752

Cultural Thursday
Attendees

Empower

3,655

Informational Lecture
Attendees

16,079

Recipients of Fresh Produce or Food

7,265

Fitness Center Attendees



Thank YOU

your support makes all this possible!