

Center in the Park
PROMOTING POSITIVE AGING SINCE 1968


CENTER IN THE PARK

...promoting positive aging since 1968




2023

ANNUAL REPORT



Center in the Park (CIP) has a 55-year history of empowering, serving, and advocating for older adults in Northwest Philadelphia. CIP was founded in 1968 by two older women, Marguerite Reigel and Laura Drake Nichols, who believed in the potential of older adults to learn, grow, and meaningfully contribute to their communities. Over the past 55 years, CIP has played a vital role in promoting positive aging and providing resources for older individuals experiencing economic insecurity, health disparities, and the impacts of ageism and institutional racism. CIP has evolved from a traditional senior center into a nationally recognized “Wellness Center” model offering a “One-Stop Shop” for educational opportunities, social engagement, health resources, and direct support for older adults and their families.

CIP strives to be the driving voice, thought leader, and partner of choice for matters relating to the successful aging of older adults in Northwest Philadelphia. CIP is unique in being one of the few remaining independent senior centers in Philadelphia not under the umbrella of a larger organization. This structure allows CIP to remain innovative in its approach to programming and responsive to the needs and desires of its 3,000 members. CIP is accredited by the National Institute of Senior Centers (NISC), a distinction given to only 2% of senior centers nationwide.



MISSION

Center in the Park promotes positive aging and fosters community connections for older adults whose voices are critical instruments in shaping our activities and direction.

VISION

Our vision is for a community where the wisdom and experience of older adults is sought after, respected, and celebrated, where they are encouraged to define their own needs and how those needs should best be met.

CORE VALUES

Community
Respect
Autonomy
Inclusion
Learning
Accountability



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ORGANIZATIONAL HIGHLIGHTS



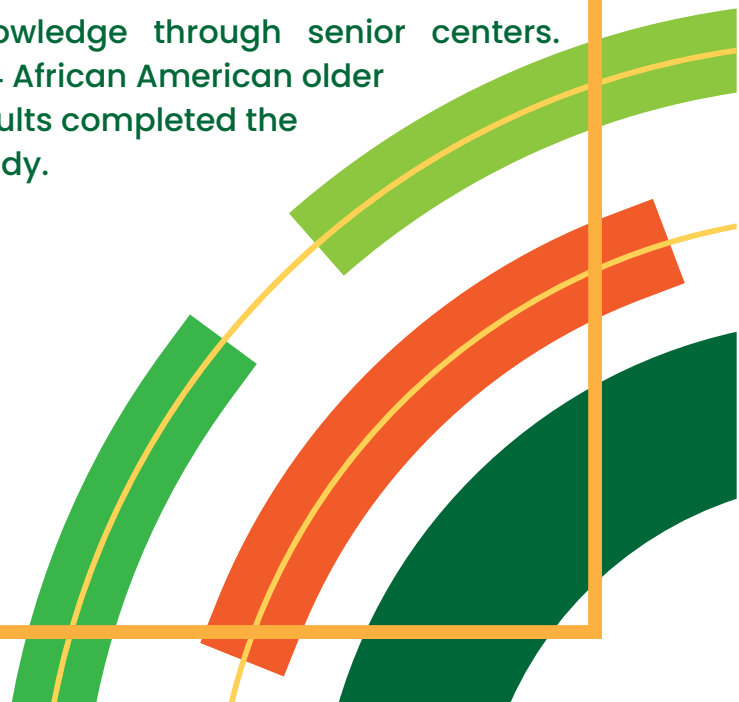
CIP applied for and was awarded a pro bono strategic marketing project from Compass Pro Bono, a nonprofit that provides highly personalized, strategic consulting projects. A team of eight professional consultants worked closely with our Board of Directors, staff, and participants for eight months to provide specialized recommendations for honing CIP's message and marketing efforts, a project valued at approximately \$183,634.



In celebration of Philadelphia Corporation for Aging's 50th Anniversary, CIP was chosen to host former WPVI-TV anchor Lisa Thomas-Laury who gave a special lecture entitled *Staying Positive When Faced with Life's Challenges*.



CIP shared the preliminary results of the MOTIVATE Vaccine Education project. A partnership with Rutgers University Ernest Mario School of Pharmacy, and supported in part by a research grant from Merck, MOTIVATE was a virtual Peer-to-Peer and Pharmacist education program seeking to improve older adults' vaccination confidence and knowledge through senior centers. 104 African American older adults completed the study.



ORGANIZATIONAL HIGHLIGHTS

CIP partnered with Face to Face Germantown and Foundation for Health Equity to host a 2023 Mayoral Candidates Forum. The forum, moderated by WURD and WHAT radio personality Thera Martin posed questions to the candidates that focused on issues impacting older adults and NW Philadelphia residents.

With support from Aetna, State Representative Stephen Kinsey hosted a well-attended 55th Anniversary Party for CIP participants.



CIP hosted many memorable and well-attended programs throughout the year such as :

- Annual Health & Wellness Fair
- Eagles Pep Rally
- Vaccination Clinics
- Juneteenth Celebration
- Pride in the Park LGBTQ Pride event
- Donuts & Dads
- Coffee with the Councilwoman
- Wills Workshop
- AARP Driver Safety



CIP transformed 783 square feet of former office space into the upscale, versatile **Golden Age Café**, a space where participants can enjoy coffee, tea or a latte, purchase baked goods and access free Wifi. The repurposing of this space was led (and named) by a Self-Directed Volunteer Team. The Café provides additional program space and opens new potential revenue streams while challenging ageist perceptions of senior centers.



PROGRAM HIGHLIGHTS

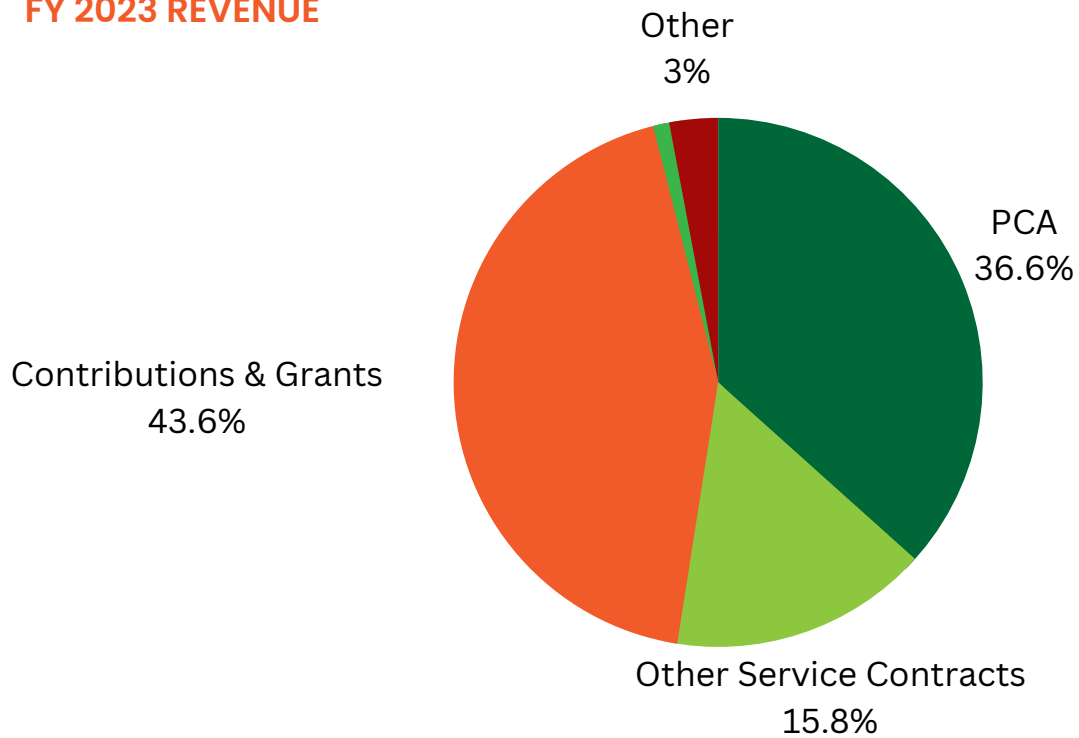
JULY 1, 2022 – JUNE 30, 2023

Unduplicated Persons Served	1,302
New Members Joined	293
Total Volunteer Hours Contributed	1,527
Attended Health promotion Activities	476
Education/Life-Long Learning Classes	277
Number of Meals Served	24,636
Received Individual Counseling	778
Received Assistance through In Home Support Program	349
Received Services through CIP Neighborhood Energy Center	102
Received Housing Counseling	158
Number of Site Visits to Long-Term Care Facilities	308
Received Information and Consultation from Ombudsmen	116
Cases opened & resolved on behalf of residents by Ombudsmen	105

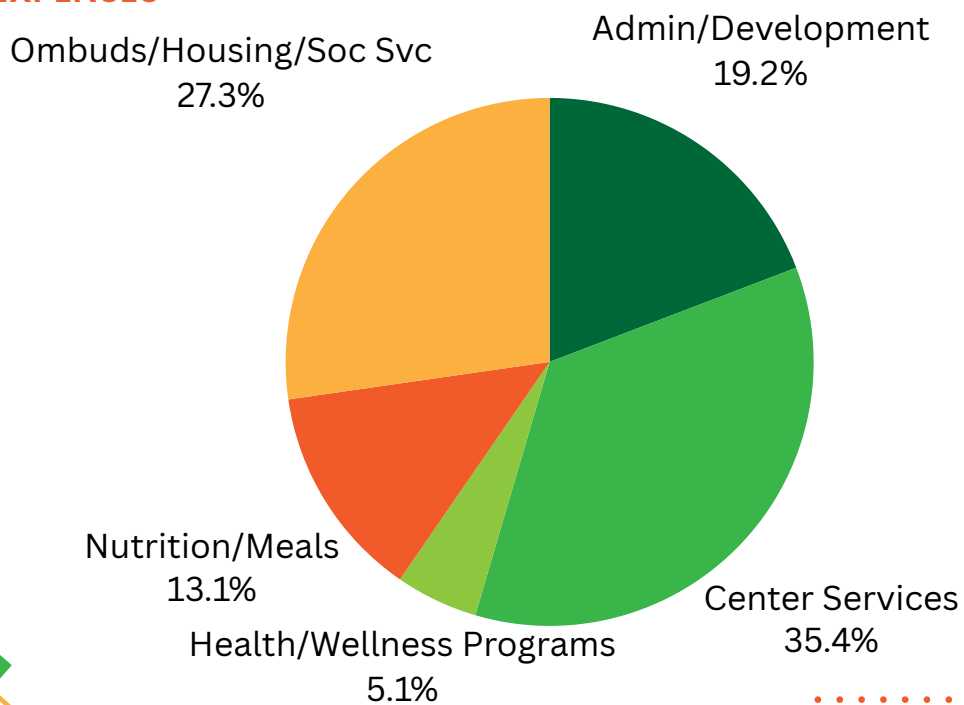


FINANCIAL SUMMARY

FY 2023 REVENUE



FY 2023 EXPENSES



****Compass Pro Bono in-kind marketing consultation valued at \$183,634 excluded from expense graph**



BOARD LEADERSHIP



BOARD OFFICERS

Jeremiah Laster, MSL – President
Parri Frazier – Vice President
Judith A. Mackarey, Esq. – Secretary
Martin W. McCall, ML, MPA – Treasurer



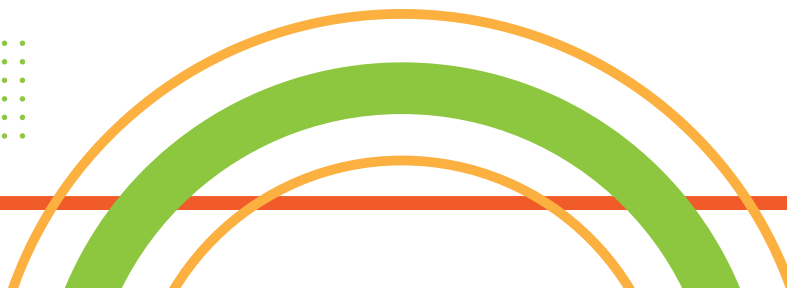
BOARD MEMBERS

Marvetta E. Coleman, MBA, MEdL
Janeen E. Crawford
David Griffith, MSW
Kimberly M. Hayes
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Heather Morris
Sharon Nichols, RN, MSN, ACNP-BC
Tracey Owen-Jenkins
Vanessa Renee
Patricia C. Smith
Andre C. Wilder
Vince Allen, Advisory Council President



STAFF LEADERSHIP TEAM

Reneé C. Cunningham, MSS – Executive Director
Erika Barber, Long-Term Care Ombudsman Director
Sykaiya Grant – Business Administrator
Cleo Smalls, MBA – Center Director



THANK YOU TO ALL OF OUR DONORS AND FUNDERS

FUNDERS \$10,000 & GREATER

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PNC Foundation
The Philadelphia Foundation
The Pierce Family Foundation
The Sarah Ralston Foundation
United Way of Greater Philadelphia
& Southern New Jersey
William M. King Charitable Foundation
William Penn Foundation

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Edinboro University
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Highmark Wholecare
Human Good
Intercommunity Action
LaSalle University
National Council on Aging
National Institute of Senior Centers
PA MEDI
Philadelphia 2nd Alarmers Association
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Philly Office Retail
Philadelphia Register of Wills
Regional Housing Legal Services
Rutgers University Ernest Mario School of
Pharmacy
Self Management Resource Center
Senior Law Center
SHARE Food Program
Talking Tech with Wayne
Temple School of Public Health
Temple University
Thomas Jefferson University East Falls
Campus
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Partnership
Tyler School of Art & Architecture
UU House Outreach Program
William Way LGBTQ Community Center
Women of Faith and Hope
WURD Radio

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2023



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