

## Board of Directors

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# Poolesville Seniors!

Poolesville Area Senior Center, Inc

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Poolesville, MD 20837

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[poolesvilleseniors.org](http://poolesvilleseniors.org)

Jan 17, 2023

Town Commissioners of Poolesville  
Re: Town Hall Grant Renewal Request

Dear Commissioners:

We are so thankful to the Town Commissioners for granting us \$25,000 for FY'23 and for acknowledging us as a Town Partner too!

We are here today to share with you all the exciting direct and indirect developments these funds have provided us and to show you how your continued support of our mission will provide an ongoing avenue to strengthening our organization and its impact on the community.

Since we were awarded the Town Grant, we began applying these funds to the hiring of a full time executive director: a first of its kind action for Poolesville Seniors since the inception of the organization in 2012. After a three-month search, we found the right person: Kelly Parker. She came to us with a strong background in technology, marketing, and fundraising, three areas we were looking to expand upon for sustainable organizational growth.

We immediately began acting on that expansion. In October of 2022, we held our first Pig Roast/Line Dance. This event, mostly at cost, was a great way for us to publicly introduce Kelly, helped strengthen our bonds with past supporters and provided an avenue for identifying potential new ones as well. With a max allowable of 99 patrons at the chosen venue, the event proved so popular we had to turn interested ticket buyers away. Also, the line dance instructor who enticed at least 75% of attendees on the floor to follow her moves, has offered to provide us with regular instruction and is on our list of hopeful future activities.

Pickleball continues to expand in multiple ways at Poolesville Seniors. In September, we hosted a Beginner's Pickleball Clinic where 28 prospective new players came out to learn the game. Pickleball related items dominate so much of our monthly Program meeting time; we formed an ad hoc committee to handle the day-to-day issues associated with this activity. That group made up of volunteers, headed by our Program Chair, Bill McDonald with oversight by our Executive Director, Kelly Parker is working hard to keep up with increased demands. This past Fall, with the Town's approval, we drew pickleball lines on the single tennis court at Steven's Park enabling us to create two additional pickleball courts there. When moving indoors for the winter, in order to accommodate the influx of new players, we have increased the number of hours we rent space to play at the Poolesville Baptist Church Family Life Center from nine hours weekly in FY22 to fifteen hours weekly in FY23. As a precaution, and thanks to the support of the Upper Montgomery County Volunteer Fire Department, we also were able to train our first core 12 individuals in CPR should the need arise.

Stay Active!

Our other in person activities have expanded as well. Excluding pickleball we had slightly over 100 attendees at various events in September alone. With relaxed Covid restrictions, we have retooled some of our pre Covid activities to expand both patron interest and volunteer ownership and reintroduced them on a weekly and monthly basis. Weekly volunteers run our Games and Bridge Tuesday afternoons. We have had as many as 18 players participate on one date. Our Thursday morning Mahjong, coordinated by a volunteer, also reached a new high of 18 total players in November.

That same month, we also brought back Movie Nights. At no cost to participants, we are offering major recent releases monthly courtesy of a recently formed ad hoc Movie Committee. We show these films on our recently purchased 100-inch screen and updated video and sound equipment. The program is starting off strong, with November's *Tom Gun: Maverick* hosting 31 avid movie goers and December's, *Elvis*, hosting 26. You are invited to join us for our third movie this coming Friday, January 20 which will feature the recent, *Thirteen Lives* movie. Popcorn and drinks are also provided at no cost to participants.

With additional Program Expenses, we are having to increase our fundraising capability. We have set lofty goals to meet this challenge. From last year's goal of \$10,000 for Corporate Sponsorships, we have budgeted \$15,000 for FY'23, a 50% increase. So far, we have exceeded last year's goal but are still striving to meet our new one. In this quarter, we are also hoping to meet or exceed our FY'22 goal of \$5,000 for our FY '22 online Auction.

Back by popular demand, we will also be hosting our annual Heart and Soul Gala next month. We are excited to bring back this event that had acquired a strong following pre-Covid with 125 attendees, the last time we hosted it. In anticipation of renewed interest for this event, we have chosen a larger venue that can accommodate a maximum of 175 patrons while still providing enough dance room for our entertainment for the evening -- the recently reformed, crowd-pleasing *Gina and Souled Out Horns*.

In addition to the activities mentioned above, we are enclosing a sampling to give you a sense of the breadth and scope of our offerings. (see Chart: *Increase in Program Offerings by Poolesville Seniors for 2022*) In all, in 2022, we offered over 450 activities free of charge. And the response has been significant. Some examples: thirty-seven attendees participated in our September program on *Preserving Family Papers and Photographs* on Zoom. Thirty-four attendees were at our first ever Friday night Polo Social in September, and 35 attendees crowded Poolesville Presbyterian's Sanctuary for our *Civil War Christmas* presentation in December.

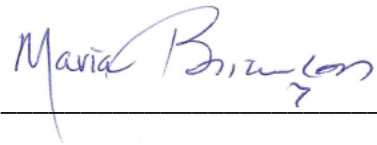
As you peruse the list of programs on the attached Chart, please note that Poolesville Seniors regularly features local businesses and other civic organization leaders – folks who serve to strengthen our community bonds.

Sustaining all our programs takes money and time. We are so grateful to have found our full time executive director whose skill set facilitates our ability to get the word out more often and in more ways to the community; keeping more folks in the loop of what's happening. Poolesville Seniors has enjoyed being able to publish our program schedule in every issue of the Monocacy Monocle. As the Monocle has reduced its own publishing schedule, it is of heightened importance for us to inform the public of our offerings. Our weekly blog has grown in subscribers and now enjoys an updated look as well. We had 814 subscribers in July of 2022 and increased that by roughly 6% by December. Our Facebook Page following continues to build with over 400-page likes. Kelly has also started posting on Instagram and we have over 40 followers on our account. Finally, having a full time Executive Director has made it possible for us to rededicate our resources to building an internal structure that improves our ability to serve the growing population of seniors in our community.

We ask that you please reinstate Poolesville Seniors as an organization deserving of the Town of Poolesville's designation as a Town Partner and ask that you add us as a line item in the Town's FY '24 Budget.

Thank you for your time and consideration,

Sincerely,

A handwritten signature in blue ink that reads "Maria Briancon". The signature is written in a cursive style with a small flourish at the end. Below the signature is a solid black horizontal line.

Maria Briancon

President, Poolesville Seniors