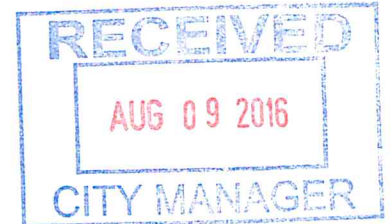




August 9, 2016



Mr. Charlie McClendon, City Manager  
City of Cathedral City  
68700 Avenida Lalo Guerrero  
Cathedral City, CA 92234

Dear Mr. McClendon:

Thanks again for the opportunity to present our case to the City Council for added funding for the Cathedral City Senior Center. Support from the city is a crucial part of our success, especially in this time of transition. Most people seem to agree that we offer a valuable service. We're convinced that we will be able to build a stronger presence and transition to more financial independence.

Note that in this package I've included the budget versus actual figures for 2015-16 along with a budget for the coming fiscal year. As you will be able to see from the numbers, we've significantly cut the expense side of the budget. Last year we reduced the staff by a third, going from three FTE down to two. Over the past two years, we've significantly cut the pay for the director. We're obviously making the kind of changes that will sustain us into the future.

Our major challenge is fund raising. It may take a year or more to build the level of fund raising infrastructure that will assure appropriate levels of support. We are now working to strengthen our donor database. At the same time, we are building a higher visibility in the community through events. Finally, we're doing everything possible to put together grant proposals that will attract funding.

37-171 West Buddy Rogers Avenue, Cathedral City, CA 92234  
760-321-1548 [www.cathedralcenter.org](http://www.cathedralcenter.org)

In 2015-16, slightly more than 32,000 people entered the doors for one reason or another. The major programs attracted reasonably large numbers:

|                          |      |
|--------------------------|------|
| Bingo                    | 1968 |
| Bridge                   | 4248 |
| Bunco                    | 381  |
| Round and Square Dancing | 1622 |
| Mahjong                  | 289  |
| Birthday Brunch          | 261  |

During the same time period, we also provided a setting for social services:

|                                    |                         |
|------------------------------------|-------------------------|
| Jewish Family Services             | 49 (since January 2016) |
| Legal Aid                          | 34                      |
| Caregivers Group                   | 215                     |
| Senior Advocates                   | 188                     |
| Grandparents Raising Grandchildren | 60                      |

Exercise classes are popular:

|                    |                               |
|--------------------|-------------------------------|
| Ship Shape Seniors | 787 (July through April only) |
| Excel at Yourself  | 247 (only since May 2016)     |

We also host a weekly food pantry and congregate lunches every weekday.

|                    |      |
|--------------------|------|
| Food Pantry        | 3672 |
| Congregate Lunches | 3488 |

Finally, during the hot summer months we offer up our facility as a cooling center for people who don't have any place to go during the brutal mid-days of summer. We hand out water and snacks and allow people to sit in our lobby area. Last fiscal year 1887 people used our center for this purpose.

In the past few months we've added activities:

- A balance class offers seniors and people with disabilities an opportunity to learn tactics that will help them avoid falling.
- An all-day senior driving class sanctioned by the American Association of Retired People (AARP) develops driving skills that enable people to overcome some of the physical problems of aging that can compromise driving ability. So far we've sponsored two sessions with about eight participants in each.
- The Second Tuesday Talks is a series of workshops on a variety of topics. Our inaugural talk covered the new California law on "death with dignity". About 30 people attended. The second talk involved neighborhood safety. This talk attracted 20 people.
- We're now featuring day trips for seniors. In July a group of 12 people went to the famous Getty Villa in Malibu. We're planning a day trip to the new Broad Museum in

downtown Los Angeles. This trip will also feature the famous Clifton's Cafeteria and a tour of the public art and murals in the mid-Los Angeles area.

When the new center Board of Directors first convened early this year, it created three committees, fundraising, program, and finance. The Fundraising Committee focuses mainly on events that will raise both funds and visibility. At this point the board is planning a Meet and Greet associated with the 35<sup>th</sup> anniversary of both the City of Cathedral City and the center. That event is scheduled for the evening of Thursday, November 18, in front of the City Hall. The committee is also in the preliminary planning stages for a signature fundraising event, probably set for spring 2017. The Program Committee is also busy with the planning of a volunteer recognition event that will include the larger community, two holiday celebrations, and a crafts fair, all scheduled between the present and the end of this year.

As you might imagine, we're adding to our offerings and attracting more people at the same time. If what we're doing is valuable – and we think it is – then involving more people in the activities will add value for our community. This is exactly what we intend to do in the coming fiscal year and into the future. We will add value.

If you have questions or concerns about this information, please don't hesitate to call me at 760-567-6464. You may also contact me by email: [bob@cathedralcenter.org](mailto:bob@cathedralcenter.org). We are looking forward to hearing from you. Again, thanks.

Warm Regards,

A handwritten signature in black ink, starting with a large 'R' and ending with a long horizontal stroke that curves slightly upwards at the end.

Robert McKechnie  
Interim Executive Director

/rm

enclosures