

# May 21, 2018

## EXECUTIVE DIRECTORS REPORT

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### PROGRAMS

1. Toddler Enrollment is up. Private therapy stable.
2. ADHC client days growing steadily. Very positive family interactions. Sent CarrGo driver to DRIVE training to assist with ADHC transport.
3. Had Fire Inspection with a few notations. Storage is an issue for us without the basement area. Expecting VA inspection soon.
4. Carr on the Go transportation program in collaboration with SEAT. Have signed contract to expand services to out of county transport and have hired a new driver for this purpose. Expecting this to be lucrative endeavor. Expecting to receive a bus donation in June.
5. Safety Town is launching 1<sup>st</sup> week of June. Have purchased new trikes and helmets. We are going to be painting Coburn Safety City this week. Volunteers anyone?
6. Intergenerational Programming has been a process but has been an overall success.

### FINANCE

1. CarrGo revenue strong and expected to grow. \$2588.00 in 2 months.
2. Cake Auction revenue this year up by about 7000.00. Expenses at last year's level. CA wrap up meeting brought good insights. May have to look into online software for bidding in 2019.
3. Receiver Fellers and Fellers grant of \$10,000.00. Will be used for capitol improvements and training in ADHC. Marty and I completed training to become Certified Dementia Practitioners.
4. I was invited to Eclipse resources to present our programs and services. Eclipse was a strong benefactor last year.
5. We were invited to attend the UW breakfast which means that we will be funded for 18-19 in Toddler. Requested \$10,818.00.

### MARKETING

1. Cake Auction is the biggest marketing event of the year. Much thanks to WHIZ, WYBZ, Times Recorder.
2. Nice interview on WHIZ last week regarding Safety Town.
3. FB marketing has 1400+ page likes and followers. FB was useful regarding generating buyer interest at the auction.
4. Senior Center ad and Table Time visual marketing.