

March 19, 2018

EXECUTIVE DIRECTORS REPORT

PROGRAMS

1. Toddler Enrollment is up. Private therapy stable.
2. ADHC client days close to last year's level in spite of 5.5 snow days of closure in January and February. 331
3. Launched *Carr on the Go* transportation program in collaboration with SEAT.
4. Therapeutic Thursdays Support group has initiated again. Powerful Tools for Caregivers from Area Agency Aging begins in May.

FINANCE

1. CarrGo initiation of service 3/1. We'll see good revenues with this pilot project. Contract will be revised and renewed in July. Received Volkswagen Beetle from Home Instead Senior Care to be used for the CarrGo program.
2. Expenses are on the rise as is typical for this season due to Cake Auction expenses start to incur.
3. Goal for Cake Auction 400 cakes. **Takes all of us to make this successful.**

MARKETING

1. Program Presentations given to Adult Protective Services, Veterans Administration, Leadership Muskingum County, Salvation Army Ladies Auxiliary, Sertoma, and Duncan Falls Baptist Church.
2. WHIZ radio interviews for cake auction launch and programs on 2/28. Another is scheduled March 27.
3. Nice TV News interview on WHIZ last week when we received the title to the Bug.
4. Invested in FB marketing in Feb and March. Reached 4775 in last 30 days with 147 new page likes.
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