


# “Meeting The Challenge” at People Plus (And we are turning 45!)


When the world shut down in March 2020, People Plus switched gears completely. Our last in-person exercise class was Friday March 13<sup>th</sup> and on Monday March 16<sup>th</sup>, we released our first of over 100 Community Update videos and email blasts.

Reimagining our services, we immediately kept seniors safe, healthy and connected from home. Combating isolation, we began recording informational videos, exercise classes and educational lectures – all to keep our members engaged, interested and moving. We began daily phone calls to our seniors and have since made over 1000 calls. We coordinated over 100 volunteers to pick up and deliver groceries, prescriptions, food pantry boxes, masks, essential goods and medical devices. And we never stopped driving people to the doctor, for dialysis, cancer treatments and most recently for vaccinations.

In June, we resumed programs outside - following CDC guidelines. "Physically distanced, socially connected" became our motto and seniors left their homes – some for the first time. They were thrilled to have a place to exercise, enjoy a meal and socialize with friends - *all safely outside*. In winter we followed CDC protocols to bring classes and clubs safely inside – and saw hundreds of members wear their masks as they exercised, attended clubs, and got haircuts! We also added a live Zoom feed - five days a week to keep members engaged if they chose to stay home. It’s been challenging, but WE DID IT!!





## The Center never paused!









### Over 11,433 services provided in the past year!

- 2,681 rides given by over 100 drivers providing over 26,000 miles of free transportation
- 1,300 grocery trips
- 750 prescription/medical deliveries
- 1,000+ “Midcoast Meals” deliveries
- 238 food pantry pick ups
- 526 locally grown food deliveries
- 1,000+ check-in calls to 75 seniors
- 1,016 birthday calls
- 1,200 face masks distributed
- 538 update, exercise & interest videos with 14,039 views from 36 countries!
- 175 classes outside
- 28 club meetings outside
- 25 meals outside
- 268 classes & clubs via Zoom
- 217 classes inside
- 468 haircuts inside
- 3 presentations outside, including a safely spaced holiday concert





People Plus Budget 2020-2021  
Final

|   | 2019-2020<br>ACTUAL |        | 2020-2021<br>projected |        | 2021-2022<br>projected |
|---|---------------------|--------|------------------------|--------|------------------------|
| <b>INCOME</b>                             |                     |        |                        |        |                        |
| Total Senior Ctr Self Generated Income    | \$336,076.74        | 70.49% | \$296,944.00           | 66.88% | \$ 280,975.00 65.62%   |
| Total Senior Ctr Support Generated income | \$67,596.44         | 14.18% | \$67,550.00            | 15.21% | \$62,750.00 14.66%     |
| Total Teen Center Income                  | \$73,126.87         | 15.34% | \$79,520.00            | 17.91% | \$84,450.00 19.72%     |
| Total ORGANIZATIONAL projected Income     | <u>\$476,800.00</u> |        | <u>\$444,014.00</u>    |        | <u>\$428,175.00</u>    |
| <b>EXPENSES</b>                           |                     |        |                        |        |                        |
| Total General Expenses                    | 55,368.70           | 11.61% | \$29,727.50            | 6.70%  | \$29,727.50 6.94%      |
| Total Utilities                           | \$23,542.76         | 4.94%  | \$24,000.00            | 5.41%  | \$24,000.00 5.61%      |
| Total Payroll Expenses                    | \$309,805.66        | 64.98% | \$287,500.00           | 64.75% | \$283,500.00 66.21%    |
| Total Insurance                           | \$18,189.85         | 3.81%  | \$18,050.00            | 4.07%  | \$22,050.00 5.15%      |
| Total Operations Expense                  | \$31,773.24         | 6.66%  | \$39,200.00            | 8.83%  | \$27,250.00 6.36%      |
| Facilities                                | \$7,750.00          | 1.63%  | \$10,000.00            | 2.25%  | \$ 5,500.00 1.28%      |
| Total Other Legal/VTN/etc Expenses        | \$16,786.16         | 3.52%  | \$9,815.00             | 2.21%  | \$9,215.00 2.15%       |
| Total Teen Center Expenses                | \$70,873.68         | 14.86% | \$67,800.00            | 15.27% | \$63,300.00 14.78%     |
| Total ORGANIZATIONAL Projected Expense    | <u>\$534,090.05</u> |        | <u>\$486,092.50</u>    |        | <u>\$464,542.50</u>    |
| Net Ordinary Income                       | <u>-\$57,290.05</u> |        | <u>-\$62,078.50</u>    |        | <u>-\$36,367.50</u>    |
| PPP Loan                                  | \$60,000.00         |        | \$64,525.00            |        |                        |
| Net TOTAL ORGANIZATIONAL Income ***       | <u>\$2,709.95</u>   |        | <u>\$2,446.50</u>      |        |                        |

Note - We have payroll savings of \$24K and Teen Center donor restricted savings of \$20K for a "rainy day"



## **Volunteer Transportation Network (VTN) 2020 YEARLY STATS**

### **2020 CALENDAR YEAR STATS:**

**Number of rides given 2020: 2,681**

**Number of Registered Riders: 592**

**Number of registered Drivers: 103**

**Mileage for the Year 2020: 26,000**

### **VTN COVID19 SERVICES – MID MARCH THROUGH DECEMBER 2020:**

**Grocery Store Deliveries: 1,300**

**Prescription and Medical Deliveries: 750**

**Food Pantry and Delivery of Meals: 238**

Feb-21

| MONTHLY STATISTICS                      |       |
|---|-------|
| Feb-21                                  |       |
| Number of rides given:                  | 227   |
| Requests cancelled by rider:            | 9     |
| Requests: no driver available:          | 0     |
| Requests: short notice/out of area:     | 0     |
| Number of Registered Riders:            | 595   |
| Active riders (this month):             | 32    |
| Riders from Brunswick:                  | 17    |
| Riders from Topsham:                    | 6     |
| Riders from Harpswell:                  | 7     |
| Riders from Georgetown:                 | 2     |
| Number of Registered Drivers:           | 105   |
| Active drivers (this month):            | 23    |
| Drivers from Brunswick:                 | 15    |
| Drivers from Topsham:                   | 1     |
| Drivers from Harpswell:                 | 5     |
| Drivers from Georgetown:                | 2     |
| Drivers from Bowdoin:                   | 0     |
| Mileage for the month:                  | 2,157 |
| Miles Brunswick riders:                 | 981   |
| Miles Topsham riders:                   | 305   |
| Miles Georgetown riders:                | 366   |
| Miles Harpswell riders:                 | 505   |
| Grocery, RX and Food Pantry deliveries: | 125   |
| Total Grocery deliveries:               | 79    |
| Total Grocery deliveries to consumers:  | 118   |
| Food pantry PU & Delivery/Meals:        | 21    |
| Total RX deliveries:                    | 25    |





## **“The Pandemic Year” Success Stories / Quotes from BATC Members 2020-2021**

The Teen Center closed temporarily for March and April; reopening in May for outdoor activities, meal distribution and games. We spent the year serving our kids who came in person and those who stayed home. It’s been a difficult year to be a kid, and the Teen Center never missed a beat of keeping them safe, engaged and fed!

*Teen L- “The Teen Center has been especially important during Covid when we’re all shut in our houses. It’s really important to have a place to go to get out of the house and talk to other kids.”*

*Teen M- “Coming to the Teen Center has been good for my social health. I was doing all remote learning (and an only child) and about to move to Brunswick and I didn’t know anybody, and I wanted to meet people. I was able to meet people and make friends at the Teen Center and when I started going to school in Brunswick last month one of the kids from here was even in my class.”*

*Teen O - “This is a fun energetic place to be and if I wasn’t here, I would be sitting at my house being bored.”*

*Mental Health Agency Worker- “There are not a lot of places around or even in the nearby areas which is why I like working in this area because this program is here and a great resource. My client loves coming here and it is a great way for me to help him work on his self-control in public settings and on socialization.”*

Jan. 2021

Jordan,

So as you know i turn sixteen tomorrow and it just feels necessary to write this for you. i just wanted to thank you for everything you have done for me, from listening to my problems, to putting up with me and my siblings, honestly i dont know how you're able to put up with me sometimes cause honestly im a handful, you've helped me grow as a person tremendously and thats amazing, you're able to put up with so much and i find that so admirable and just want you to know that i appreciate you and every thing you do, even though it may not seem like it sometimes, i remember first arriving to the tc and was so shy and quiet but you with the help of everyone else helped change me into the person i am today. So thank you, for everything, last year was crazy and amazing and an emotional roller coaster but i cant wait to spend the couple more years i have as a teenager with you and everyone else. Thank you.

— Julia m







**PROGRAM BENEFICIARY DATA**

(for calendar year; beneficiaries for this program only)

**People Plus**

**Brunswick Area Teen Center**

From Mid March-Currently, Facebook, text, on-line posts etc. go to all of our members regardless of being able to attend program in person or not.

# Served (Presentations) includes any presentations to the public or to a class of students that educate about this program or service, but does not provide those attendees direct services.

|  | 2020 Interim Report        |                          | 2019                       |                          | 2020                       |                          |                            |
|--|----------------------------|--------------------------|----------------------------|--------------------------|----------------------------|--------------------------|----------------------------|
|  | # Served (Direct Services) | # Served (Presentations) | # Served (Direct Services) | # Served (Presentations) | # Served (Direct Services) | # Served (Presentations) | * # Served - COVID program |
| <b>CUMBERLAND COUNTY</b>               |                            |                          |                            |                          |                            |                          |                            |
| <b>Town</b>                            |                            |                          |                            |                          |                            |                          |                            |
| Brunswick                              | 248                        | 0                        | 207                        | 0                        | 75                         | 248*                     | *                          |
| Harpswell                              | 4                          | 0                        | 0                          | 0                        | 4                          | 0                        | 0                          |
| Cumberland County, Unidentified Locale |                            |                          |                            |                          |                            |                          |                            |
| <b>CUMBERLAND CO. TOTAL</b>            | <b>252</b>                 | <b>0</b>                 | <b>207</b>                 | <b>0</b>                 | <b>79</b>                  | <b>0</b>                 | <b>0</b>                   |

|                                       | 2020 Interim Report        |                          | 2019                       |                          | 2020                       |                          |                            |
|---------------------------------------|----------------------------|--------------------------|----------------------------|--------------------------|----------------------------|--------------------------|----------------------------|
|                                       | # Served (Direct Services) | # Served (Presentations) | # Served (Direct Services) | # Served (Presentations) | # Served (Direct Services) | # Served (Presentations) | * # Served - COVID program |
| <b>SAGADAHOC COUNTY</b>               |                            |                          |                            |                          |                            |                          |                            |
| <b>Town</b>                           |                            |                          |                            |                          |                            |                          |                            |
| Arrowsic                              | 0                          | 0                        | 0                          | 0                        | 0                          | 0                        | 0                          |
| Topsham                               | 9                          | 0                        | 7                          | 0                        | 7                          | 0                        | 0                          |
| Sagadahoc County, Unidentified Locale |                            |                          |                            |                          |                            |                          |                            |
| <b>SAGADAHOC COUNTY TOTAL</b>         | <b>9</b>                   | <b>0</b>                 | <b>7</b>                   | <b>0</b>                 | <b>7</b>                   | <b>0</b>                 | <b>0</b>                   |

|                                  | 2020 Interim Report        |                          | 2019                       |                          | 2020                       |                          |                            |
|----------------------------------|----------------------------|--------------------------|----------------------------|--------------------------|----------------------------|--------------------------|----------------------------|
|                                  | # Served (Direct Services) | # Served (Presentations) | # Served (Direct Services) | # Served (Presentations) | # Served (Direct Services) | # Served (Presentations) | * # Served - COVID program |
| <b>UWMCM TOTAL BENEFICIARIES</b> | <b>261</b>                 | <b>0</b>                 | <b>214</b>                 | <b>0</b>                 | <b>86</b>                  | <b>0</b>                 | <b>0</b>                   |

Comments: we had to limit the program to no more than 12 when re-opening in June and did a food to go summer Covid program until Sept. when we were able to go back to inside space