



**People Plus
supports
an engaged,
healthy, and
independent life
for older adults,
while joining others
to build community
for all ages.**



It Was a Year of Transition and Planning.

Fiscal Year 2011 marked the 35th anniversary of People Plus and the first year in our new home in the former Union Street School, which the Town of Brunswick renovated and made fully accessible for our use.

In September 2010, we had a grand opening celebration and invited the community to an open house week with building tours and free programs. Sadly, that very week we lost former long-time Executive Director Sigurd Knudsen to the illness he had battled for several years.

Executive Director Susan Cole resigned at the end of October, and James Pierce moved from his seat on the Board of Trustees to become Interim Executive Director. Outreach and Volunteer Coordinator Libby Herrick retired in March. We welcomed six new members to the Board of Trustees during the year, including our first high school student.

We undertook a process of organizational assessment, rebuilding, and strategic planning. We met with individuals and focus groups, surveyed our members and others in the community, and brought the Board together for a visioning retreat. As a result, we reaffirmed our focus on seniors, our commitment to the Teen Center, and our decision to keep our membership open and offer programming to people of all ages, from all areas.

In 1976, we opened for business as the "Brunswick Community Center for Senior Citizens." A few years later, we adopted the name "55 Plus Center," and were seen primarily as a place to play bingo. In the 1990s, we began to provide social services and expanded our reach to seniors in Harpswell and Topsham, as well as Brunswick. In the opening decade of the 2000s, we embraced intergenerational activities, opened the Teen Center, and renamed ourselves "People Plus."

In 2011, we began the year with a cash deficit and a reduced annual appropriation from the Town of Brunswick. Thanks to the hard work of our Interim Executive Director, our small, dedicated staff, and our engaged and active Board, we kept costs in check. With the generous support of many individuals, businesses, organizations, and activity groups who believe in our mission, we exceeded all of our fundraising goals, and closed the year with positive net income.

In the coming year, we will seek a strong, new Executive Director. The Town's appropriation will be restored to 2010's level. We will introduce new programming, work to broaden our base of 714 active members and 260 volunteers, and continue to control costs, build income, and strengthen our partnerships with other organizations. Like other non-profits in these uncertain times, we face real financial concerns. In FY 2011, we laid the groundwork that will help us to meet future challenges and continue to play a vital role in the life of the greater Brunswick region.

Our Varied Programming Provides Community Connections.

Activity Groups

During the year, 96 people participated in eight activity and interest groups at People Plus, including bridge, civil war book club, crafters, cribbage, course in miracles, ping pong, quilters, and writers' group. Each of these regularly scheduled group activities has a volunteer host to welcome and assist newcomers.

Fee-based Classes

Last year, 375 people enrolled in our art, exercise, and dance classes, paying a total of \$21,355 in fees, that covered instructors' bills, plus 19.5%.

Friends with Mt. Ararat

Volunteers share arts and crafts, cooking, and similar enrichment activities with special education students from Mt. Ararat High School in Topsham.

This year, four volunteers and six students participated in the Friends with Mt. Ararat program, which had 15 sessions and a total of 57 student contacts.

Health and Wellness

Blood pressure checks: Before each monthly Lunch and Connections meal, a CHANS home health professional offers free blood pressure tests.

File of Life: In 2011, People Plus distributed 476 free "Files of Life" which are used to record essential health information, including names and telephone numbers for primary care providers, emergency contacts, medical conditions, medications, and advance directives.

Light Body Healing Clinics: a total of 120 people benefited from therapeutic massage sessions donated by ten volunteers from Greater Brunswick Physical Therapy, offered every other month during the last half of the year.

Reiki: Five Reiki practitioners offered free treatments throughout the year in the Center's private healing room.

Good Morning

The Good Morning program is a confidential check in system for residents of Mid Coast Maine who are over 60 or disabled. Participants call a special number each day to say that they are all right. If a call does not come in by 9:30 am, a volunteer first calls the home, second, calls the participant's listed contact person, and third, calls local law enforcement to request that a wellness check be conducted at the home.

In 2011, 50 participants made 11,475 calls that were answered by 16 volunteers. Volunteers made 396 calls to participants who did not call in, and made 77 referrals to police for wellness checks.

Meal Programs

Men's Breakfast: At 8:00 am on the second Wednesday of each month, Program Coordinator Frank Connors prepared a hearty men's breakfast, feeding a total of 198 people during the year.

Lunch and Connections: On the third Thursday of each month, we served healthy, well-balanced lunches, partially underwritten by Spectrum Generations. Good food and good company was combined with interesting and informative speakers. A busy kitchen crew of 18 volunteers served 648 meals.

Lunch Out: An open group of members got together on the second Tuesday of each month, eating a total of 202 lunches in the area's many fine restaurants.

People Plus Media

News and Views: People Plus has its own interview-format public interest cable television program, "News and Views." A new 30-minute program is recorded each month, and shown several times each week on local public access channels. In 2011, "News and Views" was broadcast 251 times.



Visitors to People Plus try out a free dance class during the September 2010 Open House Week.



Frank Connors shows off the main course for a delicious People Plus lunch.

People Plus News: The monthly newsletter, "People Plus News," available in print and electronically, is the major media vehicle used by People Plus to reach current and potential members. The sale of advertisements in the paper is also an important source of income for People Plus.

In 2011, we printed and distributed 42,000 copies of the newsletter. In addition to those sent to members and friends, copies were made available for free pickup at 64 sites throughout the region.

www.peopleplusmaine.org: Early in FY 2011, Allen Tucker, Bowdoin College professor and head of myopensoftware.org, redesigned and modernized the People Plus website *pro bono*. The site, which is updated by another volunteer, lists news and program schedules, copies of the newsletter and links to videos of the TV show.

Public Speaking

People Plus presented 34 public speaking educational programs during the year, reaching 697 attendees.

Tax Assistance

AARP tax aides helped 179 people prepare their income taxes at People Plus in 2011.



News and Views is taped in the studios of Harpswell Community Television.

Teen Center

The Teen Center offers a central place where young people can meet safely to explore creative outlets, share their talents, participate in inter-generational activities, and develop into well-rounded adults. It is open after school, Monday through Thursday, and during summer vacation. Membership is free to area students in grades six-12.

With a grant from the Alfred M. Senter Fund, the Teen Center was able to offer free SAT preparation classes to 19 students in September.

The Teen Center was open 178 days, with an average daily attendance by 10 teens. There were 1,677 visits, including 430 visits by teens with special needs. The program was supported by 105 volunteers who donated food, supervised activities, and worked on fundraising events.

Special thanks go to the Gelato Fiasco whose "Fool's Day Fiasco" raised \$2,515 for the teens and to Shaw's Supermarket whose Frito-Lay promotion raised \$750.



The Teen Center is a safe place to meet friends and have fun after school.

Volunteer Transportation Network (VTN)

VTN pairs volunteer drivers with adult residents of Brunswick, Harpswell and Topsham who cannot drive, have no other access to transportation, and need rides within the local community.

During the year, 21 volunteers provided 980 free rides for 55 riders. They drove for 1,444 hours, or the equivalent of 180 eight-hour workdays. They covered a total of 7,531 miles. That's the distance you would travel if you drove from People Plus to Miami Beach, FL, and returned home by way of Los Angeles, CA. It's also equivalent to 28 round trips from Brunswick to Boston's Fenway Park.

The transportation program's 2011 operations were supported by grants from the United Way and the Maine Health Access Foundation.

We are grateful to our many supporters.

Government

Town of Brunswick
Town of Harpswell

Organizations

Alfred M. Senter Fund
Brunswick Downtown Association
Fort George Lodge No. 37, Knights of Pythias
Georgetown Central School
Knights of Columbus
Mid Coast Presbyterian Church
Spectrum Generations
United Way

Activity Groups

Civil War Book Club
Course in Miracles
People Plus Cribbage Group
People Plus Quilters

Businesses

111 Maine Catering*
A&M Counseling
Ameriprise Financial Service
Atlantic Regional Federal Credit Union
Back Street Bistro & Lilee's*
Barn Door Café*
Bath Savings Institution
Belle Fête Events & Catering*
Big Top Deli*
Border Trust Company
Bowdoin College
Brackett Funeral Home
Byrnes' Irish Pub*
CHANS Home Health Care
Clementine Restaurant*
Cook's Lobster House*
Dead River Company
Down East Credit Union
Downeast Energy
Edward Jones Investments
Flipside*
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Goodwin's Chevrolet
The Great Impasta*
Hammond Lumber
Hannaford's*
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Neighbors, Inc.
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Priority Group, LLC
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Supervalu, Inc. (Shaw's Supermarket)
Sitelines
Thornton Oaks
Wicked Joe's Coffee*
Wild Oats*
Kathleen Winn Dentistry

*In-Kind Donors

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 Elizabeth Pettigrew
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 John P. Woods
 Barbara Wyman

**In Honor of Jim Howard from
 Down East Credit Union**



Music in April offers good food, live music, exciting auctions, pleasant company, and a great time.



Celebrity scoopers work for the Teen Center at the "Fool's Day" event at Brunswick's Gelato Fiasco.

Operating Results Improved in 2011*

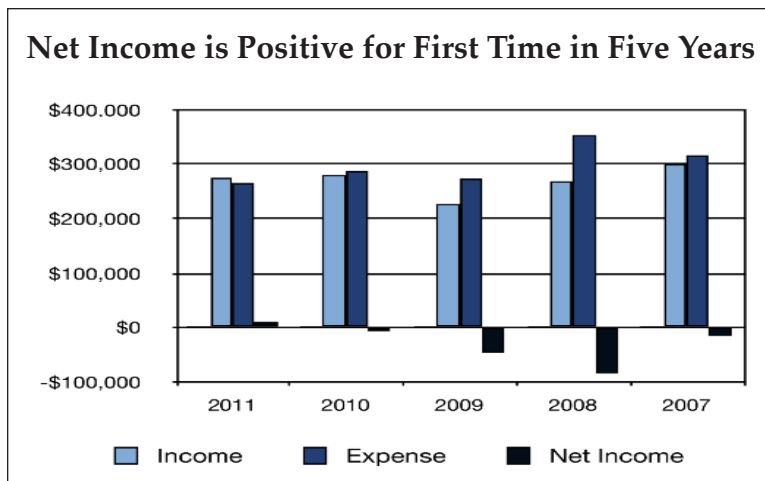
People Plus closed the fiscal year with a net income from operations of \$9,596, making 2011 the first year in the last five that didn't end with an operating loss. A \$30,000 grant from the Maine Health Access Foundation, divided between FY 2011 and 2012, helped reduce the impact of a 10 percent decrease in funding by the Town of Brunswick.

Despite the economic unease, our donors were very generous in 2011 and development income rose by 3.68 percent, to \$113,433. Annual Fund donations totaled \$49,095 at June 30, and went over the \$50,000 mark in early July. Music in April, the principal fundraiser for People Plus and the highlight of the area's spring social calendar, set new records this year with 20 participating restaurants, 24 business sponsors, and total income of \$32,694.

Being cost-conscious throughout the year and not filling the vacancy created when our Outreach and Volunteer Coordinator retired, we reduced total expenses by 7.65 percent.

While income and expense figures from 2010 are shown for comparison, the impact of the move from 6 Noble Street to 35 Union Street at the beginning of June 2010 should be noted. Classes were interrupted and program income was temporarily reduced by the move. While utility bills were higher at the new facility, building and grounds maintenance and insurance costs were lower. At the close of FY 2012 we will be able to compare the results of two years of operation at the new location.

*Financial results are preliminary and have not been audited.



<i>Fiscal years ending June 30</i>	2011	2010
INCOME		
Government Appropriations and Grants		
Town of Brunswick	\$67,500	\$75,000
Town of Harpswell	1,500	1,500
United Way	28,186	28,829
Other Grants	22,568	14,208
	119,754	119,537
Development Income		
Annual Fund	49,095	48,219
Music in April	32,694	28,860
Dues and Member Donations	20,698	19,211
In-Kind Service Donations	1,895	0
Special Fundraising	5,111	7,557
Memorial Funds	1,137	475
Other Donations	455	303
Raffles	173	1,947
Sales of Prints, Other Items	2,175	2,838
	113,433	109,409
Income from Operations		
Program Fees	28,485	34,918
Rent	210	5,245
Newsletter Advertising	10,755	9,786
Interest Earned	18	45
Miscellaneous Income	2,045	1,077
	41,514	51,051
Total Income	\$274,701	\$279,997
EXPENSES		
Operating Expenses		
Building and Grounds Maintenance	\$14,007	\$18,003
Cost of Prints and Other Goods Sold	152	98
Educational Conferences and Dues	1,298	830
Employee Pay and Benefits	156,179	175,034
Financial Expenses	1,169	2,025
Insurance, Auto and Liability	3,086	5,545
Newsletter Costs	9,807	8,635
Office Supplies, Equipment, and Postage	12,480	10,893
Professional Services	17,627	13,885
Program Instructor Fees	23,554	27,374
Utilities	20,032	15,366
Volunteer Recognition	347	466
Miscellaneous	951	1,976
	260,688	270,763
Development Expenses		
	4,417	6,933
Total Expenses	\$265,106	\$287,064
Net Income	\$9,596	-\$7,067

(Totals may not foot, due to rounding.)

Board and Staff

June 30, 2011

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Joan Phillips
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*Edward J. Harris and John
McCurrach retired at year-end.

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Board Chair Edward J. Harris (left) and Interim
Executive Director James Pierce