

# 2008 - 2009 Annual Report

## Audiences Unlimited, Inc.

October 1, 2009

Audiences Unlimited, Inc. is a nonprofit organization dedicated to enriching the quality of life of long-term care residents through the use of the performing arts. The organization has long understood the powerful ability of the arts to instill or sustain optimism, provide pleasure and relaxation, and increase one's ability to cope with life's challenges by providing hope and inspiration. All are vital to health and wellness, and the perception that life has meaning.

This year, the organization proudly celebrated its thirty-seventh year of valued service to our community and its surrounding area. Audiences Unlimited partners with more than 95% of the area's long-term care providers assisting them in their national charge to improve the quality of life for their residents. Audiences Unlimited, Inc. (AUI) takes this charge seriously and works diligently to bring joy, enthusiasm, encouragement, and comfort into the lives of these residents.

### **Our Mission Statement:**

Audiences Unlimited, Inc. enriches the quality of life of residents in health/residential care facilities and in subsidized independent living by providing cultural resources that refresh and inspire mind, body and spirit.

Audiences Unlimited was founded in 1972. This was a time of rapid growth for the long-term care industry. It was also a time of great disparity in the care residents received. Some institutions provided acceptable care, some provided poor care and some provided deplorable care. It was common practice for residents to be fed dinner and put to bed as early as 3:30 p.m. in the afternoon. This was so that only one or two caregivers would be needed to work at the nursing home during the evening and night shifts. Complaints and reports of abuse and neglect were all too common.

Today, care has improved; with skilled nursing and patient care plans carefully designed to meet the needs of each and every resident. In spite of this, it continues to be an environment that we, as a society, distance ourselves from and enter only after all other options have been exhausted. It remains as one of the most regulated industries in the country.

Founder and volunteer Executive Director Lillian C. Embick has given over 86,580 unpaid hours addressing this overlooked audience in our community. Remarkably, this equates into 37 years of unwavering service to this cause.

### **Program Accomplishments:**

The 2008-2009 program year has been productive for Audiences Unlimited, Inc. The organization successfully accomplished its program goals and objectives:

- Coordinated 3015 onsite programs and community outings
- Performed for 117,211 residents.
- Hired a part-time Program Coordinator
- Established an outcomes evaluation process
- Implemented an online activities calendar

The organization continues to provide a higher quality of life for local long-term care residents. Incredibly, the positive influence of the AUI program has led to partnerships with 98% of the long-term care facilities located in Allen and Noble Counties. The organization arranged 2,856 onsite programs and juke box parties. The Fort Wayne Philharmonic small ensemble groups made 81 performances for residents living in nursing homes throughout northeast Indiana. Two nutrition sites also benefited from these performances. The In-Community Events program allowed residents to enjoy a variety of holiday programs, summer activities and year-round popular attractions.

Advances in programming and infrastructure were also achieved this year. After two years of strategizing, planning, developing and revising, the organization has an effective evaluation tool and supporting technology to accurately track and measure program outcomes. The organization contracted with the Enhanced Network Solutions Group to develop software that would give AUI the ability to capture and analyze outcome data. This effort led to the creation of an online SharePoint portal. SharePoint is now used to schedule hundreds of monthly programs. It also benefits Activity Directors by giving them the ability to logon and check their monthly schedules in a Read Only format. Errors or scheduling conflicts can easily be caught and corrected, in most cases, nearly immediately. To assist with scheduling and the new task of tracking outcomes, AUI hired its second ever paid employee.

Long-term care residents continue to benefit from onsite performances made by popular local bands such as the Jay Fox Band, the Banjo Band, the G-Men, the Fort Wayne Philharmonic small ensembles and more. Residents danced at hoedowns, back yard barbeques, anniversaries and birthday parties. Residents also enjoyed activities such as Music in the Courtyard, tea parties, and enhanced dining experiences.

Alzheimer's and bedfast residents often experience prolonged periods of isolation and are unable to participate in activities within their own environment. To bring attention and joy to this secluded group, more than 643 Room-to-Room visits made by professional musicians and certified music therapists were conducted. This year, patients of Alzheimer's Units participated in small group visits with theme centered sing-a-longs and enjoyed the opportunity to play maracas, tambourines, castanets, and other small easy-to-use musical instruments. Alzheimer's residents may not know their children's names or the names of their spouses, but they will often know every word to a favorite song. The impact of the AUI program is particularly beneficial for Alzheimer's residents

A chief concern for terminally ill residents is their quality of life. For these residents, the Room-to-Room program brings attention and joy through one-on-one visits. AUI is blessed to have caring professionals who display compassion and empathy for these individuals. Each year, our artists share stories of smiles and tears drawn from the words of a comforting song. This program provides more than a brief distraction during life's most challenging time. It uplifts the hearts of residents, their loved ones, caretakers and AUI artists alike.

This year was also another successful year for the In-Community Events program. AUI arranged 78 outings benefiting long-term care residents and individuals residing in subsidized independent living communities. Nearly all of AUI's partnering facilities took advantage of the one-day free admission to the Festival of Trees. Residents also enjoyed free admission and transportation to theaters, plays, festivals, and a host of other popular attractions offered by the greater community.

## Program Accomplishments:

### *Audience Attendees Served:*

In-Facility attendees:	88,789
Room-to-Room attendees:	24,629
In-Town Philharmonic attendees:	1,514
Out-of-Town Philharmonic attendees:	823
In-Community Events attendees:	<u>1,457</u>

**Total: 117,221**

### *Programs Arranged and Presented:*

In-Facility Programs:	2,213
Room-to-Room Programs:	643
In-Community Events:	78
In-Town Philharmonic Programs:	55
Out-of-Town Philharmonic Programs:	<u>26</u>

**Total: 3,015**

### *Total Special Needs served*

▪ Total Ambulatory	1121
▪ Total Wheelchair	<u>336</u>
<b>Total</b>	<b>1,457</b>

Total Participating Homes/Assisted Living/Hospitals	<b>41</b>
Nutrition Sites	<b>2</b>

## Grandparent's Day Brunch:

With the economic slump and fundraising efforts by all local nonprofits reportedly down, the Fundraising Committee began contacting potential sponsors for the Grandparent's Day Brunch early in the program year. This effort yielded a shared Grand Sponsorship between St. Joseph Hospital and Wells Fargo Bank. The brunch was a success with more than 140 guests in attendance. While raising funds was more difficult than in past years, AUI is happy to report a net income of \$3,629 that directly benefits the organization's mission.

New to the event this year, was the "My Special Grandparent(s)" essay contest. The contest was co-sponsored by AUI and Mitchell Books. The contest offered school children the opportunity to praise grandparents for their positive influences. The contest received excellent news coverage with the three winning essays featured on the front page of the News-Sentinel's Neighborhood section.

## The Board of Directors:

Audiences Unlimited, Inc.(AUI) is honored to have a highly experienced Board of Directors who wholeheartedly support the organization's mission. AUI's Board Members work diligently giving freely their time, talent, and expertise to ensure the overall success of the organization.

The Annual Meeting of the Board of Directors was held on September 22, 2009, prior to the organization's Annual Luncheon. During this meeting, the Board's slate of candidates was presented to the membership for election. The membership re-elected Christopher Guerin, as President, Sarah Nichter, as Vice President, Martin Hillery, as Secretary and Etse Mulugeta, as Treasurer. Newly elected directors assume office in January 2010.

Throughout the 2008-2009 program year, Board Members focused on specific goals and objectives significant to the organization's mission. The following subcommittees provide an active means of workable solutions to address current and future needs for AUI: Administrative/Executive/Finance Committee, the Outreach Committee, the Fundraising Committee, and the Program Committee. To

maintain an effective board of directors, two well-qualified board members have joined the organization: Robert Rhee, Attorney at Law, and Leanne Meaning, a retired teacher.

Full meetings of the Board and its Special Committees currently take place on an alternating bi-monthly schedule. Meetings are commonly held on the third Wednesday of the month. The Annual Meeting of the Board typically takes place on the second Tuesday of September. Board elections are usually held during the Annual Meeting with newly elected officers assuming office in January of the upcoming year.

### **Annual Meeting:**

Traditionally, the second Tuesday of September is reserved for AUI's Annual Luncheon. However, due to the Grandparent's Day Brunch, the Annual Luncheon has been moved to the third Tuesday of September. Audiences Unlimited, Inc. uses this time to report the organization's accomplishments and financial status to donors, volunteers, artists, nursing home administrators and activity directors, businesses, civic groups, foundations and the many other supporters who attend.

### **Financial Information:**

The organization continues to be fiscally sound and well managed. The 2008-2009 year ended with a total support income of \$227,645 and total expenses of \$227,256, ending the year with a plus cash balance of \$389. This year, the organization found it necessary to withdraw \$32,000 from its Wells Fargo endowment account. This account was created by AUI's Founder and volunteer Executive Director Lillian Embick. It has been Lillian's inspiration to use the earned interest from these accounts to pay the salary of a full-time Executive Director upon her retirement. However, in the event of an emergency, such as the Executive Director being unable to perform her duties or a shortfall in funding, the Board has the authority to access these funds. Emergency access requires a unanimous vote of all Board members. This procedure was utilized to make the transfer from the Wells Fargo account.

As of June 20, 2009, the Wells Fargo endowment stood at \$637,842 and the endowment held by the Community Foundation of Greater Fort Wayne stood at \$66,729. Both endowments have experienced substantial losses over the last year.

The Finance Committee received the annual audit performed by (DWD) Dulin, Ward, & DeWald, Inc. In the opinion of the audit firm, "the financial statements prepared by DWD present fairly, in all material respects, the financial position of Audiences Unlimited, Inc. as of June 30, 2009 and the changes in its net assets and cash flows for the year then ended, in conformity with generally accepted accounting principles."

Funds are obtained through individual donations, grants, and contributions made by civic groups and businesses, and a yearly fee charged to participating healthcare institutions. Audiences Unlimited, Inc. proudly recognizes the following foundations for their support:

#### **2008-2009 Supporting Foundations:**

Arts United of Greater Fort Wayne  
Arthur & Josephine Beyer Foundation  
Auer Foundation

Beyer Foundation  
Carson & Rosemary Family  
Noecker Foundation

**Supporting Foundation Cont:**

Clinton Newman Foundation  
Community Foundation of  
Greater Fort Wayne  
D.R. Keltsch Family Foundation  
Dr. Louis A. and Anne B. Schneider  
Foundation  
Edward M. & Mary McCrea Wilson  
Foundation  
Edward Wilson Family Foundation  
English, Bonter, Mitchell Foundation  
Florence & Paul Staehle Foundation  
Frank Smith Endowment  
General Electric Matching Funds  
Foundation  
Ian & Mimi Rolland Foundation

Indiana Arts Commission  
John Eakin Foundation  
Journal-Gazette Foundation  
Lincoln Financial Group Foundation  
Magee O'Connor Foundation  
M.E. Raker Foundation  
National Endowment for the Arts  
News-Sentinel Foundation  
O'Rourke-Schof Family Foundation  
Olive B. Cole Foundation  
Poinsette-Altman Foundation  
Starve Trek Foundation  
Waterfield Foundation

Respectfully submitted by Eva Wells, Administrative Assistant/Grant Writer