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Save the Date!



CASS Fabulous Fur Fundraiser

Thursday, November 12
5:30 pm – 7:30 pm

Donna Saylor's Fabulous Furs store in Covington, KY Information will be sent closer to the event. Questions? Call Mary Jo Gamm at (513) 721-4330



THE CASS Connection

A CINCINNATI AREA SENIOR SERVICES NEWSLETTER

SUMMER, 2009

From the Executive Director's Desk....



Tracey Collins
CASS Executive Director

Dear CASS Supporters,

We are pleased to present the CASS annual report including our Statement of Financial Position. Like many organizations, CASS was affected by the decline in the stock market over the past year, which made it challenging. As a result, we continue to monitor our revenue and expenses closely while trying to serve the growing needs of seniors. Declining revenue dollars from local, state and federal sources have made us more dependent on donors to help us support our mission and activities. To help CASS grow its funding, we welcome a new, part-time Development Manager, Claudia Harrod, (see profile inside) to increase and more effectively use our donor base. Her initial focus will be to develop and promote our planned giving program, and to increase grant dollars for targeted projects.

At our June 8th annual meeting, we welcomed two new board members (see profiles on page 3) and said goodbye to our outgoing board members as well. A big thank you to our outgoing board members: Karen Renz, Gwen Gillespie, Tom Carroll, Diane Simpson and Josie Russo. We are grateful for their many years of support and sharing their expertise with us. Jason Kiss steps down as our board president. We appreciate Jason's many years of serving on the CASS Executive Committee, his leadership and the time he has dedicated to CASS through the years. Jason is succeeded as board president by John Dakoske, who has worked many years with Jason and is also committed to the CASS mission of serving Cincinnati seniors. Other board members elected to officer positions include: Mary Ann Jacobs, Vice President; Ed Rubeo, Treasurer and Julia Meister, Secretary.

CASS continues to face the challenge of meeting the needs of the older adult population. Like everyone, the hard economic times have created a hardship for many older adults who are already struggling on fixed incomes. Basic needs such as food and personal care items are difficult for them to purchase as their expenses continue to rise. We maintain an onsite food pantry for those seniors who just do not have enough to eat and cannot physically get out to the local food pantry. Our annual food drive helps replenish our shelves to help the seniors. This year, we are finding it harder to get donations, so we are asking for your help. If you work for a company or know of an organization that can sponsor a food drive, contact Claudia Harrod at 513-559- 4501 or charrod@CASSdelivers.org.

Finally, please review our wish list or consider serving on a fundraising committee as we continue to develop the resources to meet our mission. Our door is always open, so please feel free to visit any one of our senior centers and see firsthand how important the programs are to the older adults we serve.

Thanks for all of your support,

Thanks for all you do,

Tracey Collins
Executive Director

IN THIS ISSUE

From the Executive Director's Desk...

A Great Year by the Numbers

Statement of Financial Position

Introducing Our Development Director

Leave a Legacy for the Future

It's Girl Scout Cookie Time

Spotlight on...Meet the New CASS Board Members

A GREAT YEAR: CASS by the numbers in 2008

Home Delivered Meals:
216,973

Senior Transportation Trips:
37,866

Individual Case Management:
216 clients received 5,985 hours of service

Congregate Meals Served in Senior Centers: **35,037**

Guardians: **67**

Individuals Appointed CASS Guardians: **115**

Substance Abuse Case Management: **55 Clients received 601 hours of service**

Senior Center Events: **2,041**



CINCINNATI AREA SENIOR SERVICES, INC.

Statement of Financial Position

December 31, 2008

Assets	2007	2008
Cash and Cash Equivalents	\$ 34,991	\$ 78,195
Accounts Receivable	\$ 261,435	\$ 195,823
Contributions Receivable	\$ 453,605	\$ 461,000
Prepaid Expenses	\$ 19,060	\$ 10,807
Investments at Fair Value	\$ 750,132	\$ 1,005,911
Restricted Cash	\$ 135,867	\$ 65,070
Property and Equipment, Net	\$ 365,189	\$ 387,277
TOTAL ASSETS	\$2,020,279	\$2,204,083
Liabilities and Net Assets		
Liabilities		
Note Payable – Bank	\$ 265,679	\$ 265,679
Accounts Payable	\$ 154,156	\$ 124,879
Accrued Expenses	\$ 107,429	\$ 83,689
Deferred Revenue	\$ 15,943	\$ 15,065
Custodial Fund	\$ 135,867	\$ 65,070
TOTAL LIABILITIES	\$ 679,074	\$ 554,382
Net Assets		
Unrestricted	\$ 873,600	\$ 1,188,701
Temporarily Restricted	\$ 467,605	\$ 461,000
TOTAL NET ASSETS	\$ 1,341,205	\$ 1,649,701
TOTAL LIABILITIES AND NET ASSETS	\$2,020,279	\$2,204,083

Meet Our Dedicated Staff...



Claudia Harrod

Introducing Our Development Director

Claudia Harrod has joined CASS as Development Manager. In this newly-created position, Claudia will be responsible for developing the planned giving program for CASS, developing grants, working with individual donors and growing in-kind corporate contributions to the agency.

A long-time resident of Cincinnati, Claudia has an extensive background in working with local nonprofits. Harrod is also active in the community and is a volunteer for Women Helping Women and the Madisonville Education and Assistance Council.

Spotlight on...

Meet the New CASS Board Members

We are excited to introduce you to two new board members who will begin their three-year term on the CASS board of directors in September. We look forward to utilizing their expertise as CASS moves forward and continues to serve Cincinnati seniors.



Barb Eickmeyer

Barb Eickmeyer is a local sales manager at Time Warner Media Sales. She has spent nearly a decade in media sales, and also has a background in nonprofit and corporate marketing. Barb is a former board member of the Advertising Club of Cincinnati and the Cincinnati American Marketing Association, and a past member of the Women's Chamber of Commerce and a mentor for the Cincinnati Youth Collaborative.



Emily Pan

Emily Pan is an associate with the law firm, Graydon Head & Ritchey. She practices in the firm's Personal Planning Industry Group, with a focus on estate planning and estate and trust administration. Emily is an active member of the firm's Women's Professional Community Service Team, and is a Big Sister in the Big Brothers/Big Sisters Association of Cincinnati.

Welcome Barb and Emily to the CASS board.

Planned Giving

Leave a Legacy for the Future

As today's aging Baby Boomers become seniors, there will be a greater demand for the services CASS provides. To guarantee that we will be able to provide service to all those who will need it, CASS is establishing a Planned Giving program. Through planned gifts, CASS supporters will have a number of options to financially support CASS and at the same time benefit themselves and their families, enjoy tax advantages, and leave a legacy that will improve the lives of Cincinnati's most vulnerable citizens.

There are a number of ways to make a Planned Gift, including bequests, charitable gift annuities, tax-free IRA rollovers and outright gifts of cash, securities, real estate, business and partnership interests and personal property. A Planned Gift will help ensure that CASS services are available in the future, making a difference in the lives of so many Cincinnati seniors.

If you would like more information about making a Planned Gift, contact Claudia Harrod at (513) 559-4501, or email charrod@cassdelivers.org.



It's Girl Scout Cookie Time

Everybody loves Girl Scout cookies, including our home delivered meal clients and seniors who visit our senior centers. But for many seniors on a fixed income, this American treat is a luxury. One Girl Scout troop made a difference to our seniors, selling cookies for CASS seniors who could not buy a box of cookies.

Troop 40133 Southwest Corners in Harrison, Ohio, sold 100 boxes of cookies and donated them to CASS clients. What a difference they made! Tracey Collins, Executive Director, personally thanked the girls for their efforts and told the girls stories of how they made seniors smile. The girls were excited and thought about other ways they could help.

We salute Girl Scout Troop 40133 with a big Thank You. The troop benefitted by selling the cookies to support their activities, and the seniors enjoyed the results – a double donation! If you are interested in making donations to our food pantry for seniors or know of a Scout troop interested in selling cookies to benefit CASS seniors, contact Claudia Harrod, Development Manager at 559-4501.