COLORADO GERONTOLOGICAL SOCIETY

2025 Annual Meeting and Report

AGENDA

- Call to Order – Sara Froelich
- Secretary's Report – Shauna Broadus
- Treasurer's Report – Shauna Broadus
- Nominating Report – Carol Riggenbach
- Awards – Eileen Doherty
- Henry Welch Scholarships – Eileen Doherty
- Annual Report – Eileen Doherty
- Introduction to Leverage Colorado, Jarett Hughes, CEO and President
- Adjourn – Sara Froelich

Sara Froelich
President
Board of Directors

Carol Riggenbach
Vice President
Board of Directors

Shauna Broadus
Secretary/Treasurer
Board of Directors

SECRETARY'S REPORT

- Reading of the Annual Meeting minutes of December 5, 2024

TREASURER'S REPORT

- Annual Operating Budget
  - Revenue - $697,180
  - Expenses - $1,190,118
  - Net Income (-$492,938)

- Balance Sheet
  (November 30, 2025)
  - Total Assets $128,510
  - Total Liabilities and Equity $128,510

- 990 is filed with the IRS and available through GuideStar for public viewing
- An independent is conducted bi-annually.

HIGHLIGHTS OF REVENUE AND EXPENSES

2025 REVENUE

1. FOUNDATION SUPPORT - Telephone Buddies, Mental Health Counseling, Senior Housing Income Tax Outreach, Essentials Health Outreach, Advance Care Planning, Aging in Place
2. GOVERNMENT GRANTS – Dental Care
3. FEE FOR SERVICES – assisted living training and consultation; mental health training; dementia training; and sponsorships for Salute to Seniors, and Medicare Monday
4. PRIVATE PHILANTHROPY – Memberships, Colorado Gives, Giving Tuesday, donations

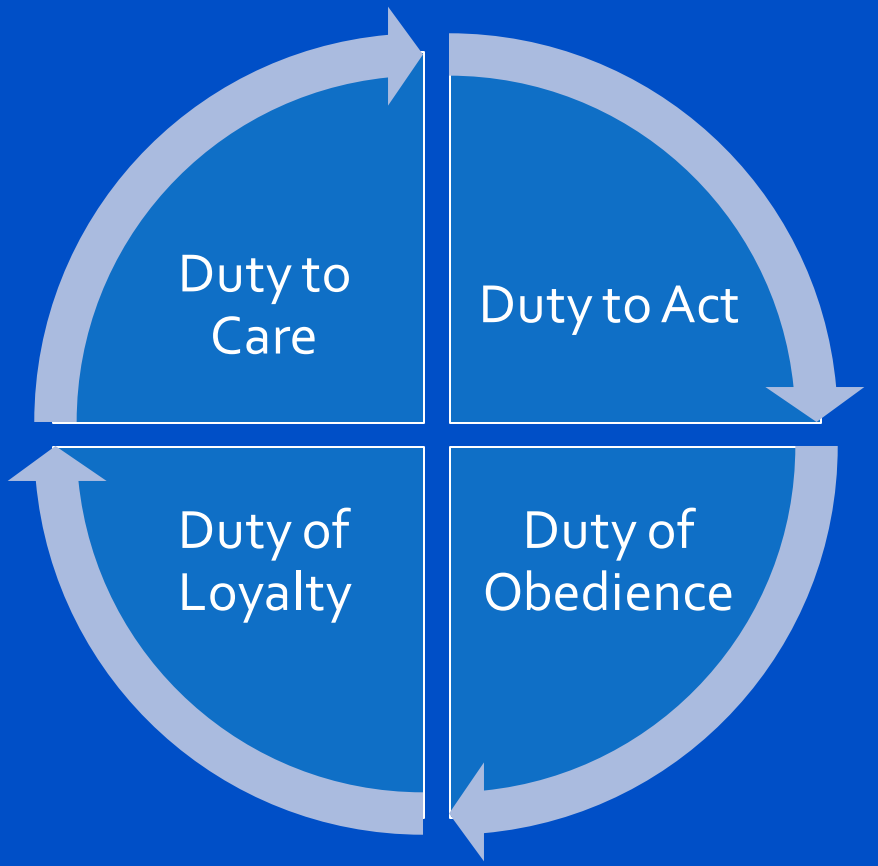
2025 EXPENSES

1. PAYROLL
2. DENTAL SERVICES
3. MENTAL HEALTH COUNSELING/TELEPHONE BUDDIES
4. ANCHOR PROJECTS - Salute to Seniors, Medicare Monday, and Senior Resource Guidebook

NOMINATING COMMITTEE REPORT

Three-Year Terms on Board of Directors to Expire 2028

- **Sara Froelich**
  Executive Director Chronic Care Collaborative
- **Julie Kraft**
  Owner, Kraft Home
- **Tamra Muerer**
  Nurse Practitioner and Care Management
- **Shannon McNulty**
  Consultant
- **David Osborn**
  Colorado Dept of Public Safety



AWARDS

2025 Winners

YOUNG PROFESSIONAL IN AGING

This award is given to individuals who are under age 50 and who have a long history working with older adults

YOUNG PROFESSIONAL IN AGING

Natascha Wilson
Denver

Natascha is one of The Society's success stories. She interned with The Society when she was a studied at Metro State College.

Shortly, after graduation, she was hired as a Senior Health Insurance Program (SHIP) counselor at Centura Hospital (now Common Spirit). It was her skills and extensive knowledge of Medicare, Medicaid and Long Term Care Options, as well as a variety of public and government benefit programs that landed her that job.

Today she continues to be a SHIP counselor with Benefits in Action with a volunteer corps that provide Medicare counseling and support to her in this work.

She enjoys a deep sense of satisfaction in helping older adults obtain the benefits to which they are entitled.

DISTINGUISHED PIONEER IN AGING

This award is given to individuals who have worked in the field of aging for more than 30 years.

DISTINGUISHED PIONEER IN AGING

Rich Mauro
Denver

Rich has been employed with the Denver Regional Council of Governments, specifically working with the Area Agency on Aging for more than 30 years He has been instrumental in a number of Colorado legislative initiatives including:

- Advocating tirelessly for the Older Coloradoans Act helping us take the original funding from $300,000 more than 20 years ago to more than $20,000,000 today
- Collaboration with Colorado Senior Lobby, until they were dissolved and replaced with the Colorado Center on Aging. He chairs the advocacy committee as a member of the Board of Directors
- He finds the work on aging issues to be very gratifying, but feels there is more work to do.

AL BERGER COMMUNITY SERVICE AWARD

This award is given to individuals who have made significant contributions to the lives of older adults

AL BERGER COMMUNITY SERVICE AWARD

Marilyn Berry
Littleton

Marilyn served as the Senior Director of Sales and Marketing for Holly Creek Retirement Community from 2005 to 2024 when she retired. Holly Creek is owned by Christian Living Communities.

Marilyn served on the Board of Directors of The Society for a number of years. During that time, she hosted a number of events sponsored by the Society including our 25th celebration, multiple Medicare Monday educational programs, and collecting food and volunteers for the Holiday Basket project.

She has supported the Holiday Basket project for many years .

Today she is retired and her LinkedIn says "Enjoying Full Time Living".

AL BERGER COMMUNITY SERVICE AWARD

Carol Wier
Westminster

Carol retired after more than 33 years a Gerontological Nurse Practitioner, also known as an Advanced Practice nurse.

She was a pioneer in providing geriatric-focused care across multiple settings, including long term care, rehabilitation and educational settings, primary care clinics, insurance, and palliative care.

She served on a number of community boards, including Senior Answers and Services from 1994-2009 and then continued to serve on The Society board.

Carol has supported the Holiday Baskets for years through her work with older adults. She commented "I have been aware of so many who needed a little extra help and joy at this time of year. She notes that it isnot only the material gift of the food, but the personal contact and good will shared during the delivery that continues to be so important to older adults."

AL BERGER COMMUNITY SERVICE AWARD

Roberta DeYoung and Carol Gaylord
Aurora

Both Carol and Roberta are nurses who have spent their careers dealing with older adults. Carol worked for a number of home care agencies and eventually was an Assisted Living administrator. Roberta has worked at Argus Home Health for years in the Medicare unit.

Both Carol and Roberta have a long history of involvement with the Holiday Baskets distributed to low income older adults each year.

As a member of The Society's Board of Directors, Carol was responsible for starting the tradition of including paper towels and toilet paper in the CGS holiday baskets, additions warmly welcomed by recipients of the baskets. Each year they helped fill and deliver Holiday Baskets until the baskets became a little too heavy for them to handle. They still are active supporters of the program but now support the program monetarily rather than physically.

AL BERGER COMMUNITY SERVICE AWARD

Tim Mueller
Erie

- Retired from IBM in 2014 as an IT Services Project Manager
- Started a small consulting business, Compassionate Planning Services, to provide planning and advisory services to older adults and family caregivers. He gravitated to serving low income individuals requiring assistance with basic needs.
- Began volunteering with CGS in 2015 providing 'boots on ground' assistance to a wide variety of CGS clients.
- Volunteer in the food pantry at Sister Carmen's Community Center in Lafayette
- Serves on the Board of Rocky Mountain Refuge for End-of-Life Care, a non-profit offering a comfortable place for unhoused neighbors with terminal illness to receive hospice and basic care services
- My greatest satisfaction as a volunteer has been the personal connections I have made with individuals needing assistance and amazing people involved serving our aging and low income neighbors. Working with Eileen and Pat at CGS has been very rewarding.
- This organization makes a difference!

HENRY WELCH SCHOLARSHIPS

Supporting Professional Education and Studies in Gerontology and Geriatrics

HENRY WELCH SCHOLARSHIPS

Christopher Griffith
PhD Candidate in Clinical Psychology
with an emphasis in Geropsychology
University of Colo, Colorado Springs

Chris is a PhD Candidate in Clinical Psychology with an emphasis in Geropsychology.

His studies have included clinical and research experience in geriatric practicums in community outpatient mental health clinics, a neuropsychology assessment clinic, a skilled nursing facility, elder abuse and neglect community agency and an integrated multidisciplinary geriatric primary care practice.

His leadership is evident in his work with several student organizations, including being president of the UCCS Psychology Graduate Student Organization since 2024.

We are pleased to present Chris with a $750 Henry Welch Scholarship.

HENRY WELCH SCHOLARSHIPS

Juntae Park
Graduate Degree in Social Work
University of Denver, Denver

Juntae is pursuing a Grade Degree in Social Work from the University of Denver.

His experience in aging began in rural South Korea with his grandmother who had advocated for older women by establishing seniors to enhance quality of life. His experience has given him an awareness of the marginalization of older adults due to ageism, limited access to healthcare, and lack of age-friendly environments. He worked in a long-term care facility during COVID-19 . He has worked in hospice.

He is focusing his research on aging, Alzheimer's dementia, and the experiences of caregivers.

His career goal is to focus on community-based research, healthcare equity, and social engagement among subsets of older adults who are marginalized.

We are pleased to present Juntae with a $750 Henry Welch Scholarship.

HENRY WELCH SCHOLARSHIPS

Lydia Yi
Bachelor's Degree in Nursing
University of Colo, Colorado Springs

While studying nursing, Lydia has been drawn to providing care to geriatric patients. Her goal is to be an advance practice nurse with a focus on working with older adults to help them age in place, experience healthy lifestyle, and end-of-life care.

She has studied nursing education with clinical rotations in acute and long-term care settings with a focus on diabetes, cardiovascular disease, and dementia. She has also completed a rotation in mental health nursing helping patients cope with anxiety, depression, and cognitive decline.

She has been involved in care planning all the while believing that effective leadership in nursing is grounded in empathy and teamwork.

She feels part of her calling is to work with subsets of the older adult population who are marginalized through listening, respect and compassionate care.

We are pleased to present Lydia with a $750 Henry Welch Scholarship.

A LOOK AT THE WORK OF CGS

Programs, Services, Outputs and Outcomes

VISION STATEMENT

To provide the highest quality information, education and training, counseling and referral, public policy and advocacy for those working with older adults as well as older adults and their families regardless of race, color, national origin, sex and gender, gender identity, gender expression, disability (physical or mental), pregnancy, veteran status, political affiliation, age, and religion/creed.

CGS TURNED 45

HIGHLIGHTS

- Organized, July 1980
- First Annual Conference, Fall 1980
- Hired Executive Director, April 1982
- First public policy initiative – Sponsored Grandparents Rights legislation, 1985
- Launched Medicare Counseling, 1988
- Continued Delivery of Holiday Baskets, (originally started by Senior Answers and Services), 1988
- First Salute to Seniors, Fall 1990
- Launched the senioranswers.org website, 1991

CGS TURNED 45

MORE HIGHLIGHTS

- Authored monthly senior newspaper column, 1991
- Began dental grant program, 1992
- First publication of Senior Resource Guidebook , 1997
- Launched Assisted Living Training and TA, 1999
- Merged with Senior Answers and Services, 2008
- First contract to offer vision and hearing services, 2008
- Strategic planning to serve Latino elders -2015-16
- Continued publication of STA-Well News (originally published by Senior Answers and Services (SAS), 1975

CGS TURNED 45

MORE HIGHLIGHTS

- Launched Housing and Home Care Locator - 2016
- Advance Care Planning Programming , 2017
- Launched Telephone Buddy Program, 2020
- First Mental Health Counseling contract, 2021
- Launch first Senior Answers radio program, 2024
- Launch Online Dementia Training, 2024
- First approved national provider of Mental Health First Aid for Older Adults training, 2025

VALUES STATEMENT

- Leadership
- Professionalism
- Partnerships
- Person-centered Services
- People First Culture
- Racial and Intersectional Equity
- Public Trust

WHAT IS OUR FUTURE WORK

SERVICES

- Dental care for older adults
- Telephone Buddies to provide support for isolation and loneliness
- Short-term mental health counseling via telehealth with licensed clinicians
- Holiday Baskets to 350 older adults
- Expand our volunteer programs

WHAT IS OUR FUTURE WORK

COMMUNITY ENGAGEMENT

- Salute to Seniors
- Medicare Monday (educational programming)
- Aging in Place (via Zoom)
- Advance Care Planning (via Zoom)
- Senior Fairs
- Self-Help Guides and Toolkits (via YouTube and website)

WHAT IS OUR FUTURE WORK

ADVOCACY AND SYSTEMIC CHANGE

- Study the feasibility of a sales tax or fee on soda pop to fund oral health services for older adults and improve access to dental care
- Expansion of data-sharing with state agencies to improve service delivery

WHAT IS OUR FUTURE WORK

TRAINING

- Assisted Living Administrator Training
- Mental Health First Aid for Older Adults
- Dementia Training for anyone working with individuals experiencing dementia (online)
- Behavior Expression Training for direct care workers (online)

WHAT IS OUR FUTURE WORK

COLLABORATION AND OUTREACH

- Expand our leadership to influence more policies and programming for older adults
- Expand partnerships to reach to communities of color
- Use technological solutions to improve targeting and outreach to specific populations
- Pilot needs assessment and referral using bi-directional texting to increase application and enrollment in public benefits and other programs

SOCIAL DETERMINANTS OF HEALTH

Dental Care ▪ Food Insecurity ▪ Financial Insecurity ▪ Housing ▪ Advance Care Planning ▪ Mental Health

HOW WE MEET PEOPLE'S NEEDS

It has been a tough month for me, as I have had to go without phone service for 1 ½ weeks. Also I had to ration food and medication. I don't think I could have survived this rough patch, including possible diabetic coma without your help. BC

I am so tired of eating oatmeal and bananas. I think of you every time I eat a cheeseburger . VJ

Nobody told me there was an $800 tax rebate for 2024; You guys are the best. MS

I am really worried about my Telephone Buddy. He does not answer his phone. Can you check on him and let me know, so I quit worrying about him. JP

OUTPUTS AND OUTCOMES

2025 Impact

CLIENT OUTCOMES

91% were satisfied with services

91% stated they received the help they needed

87% reported mental health counseling helped to maintain their well-being

87% reported counseling maintained or improved their independence

89% of the Telephone Buddies reported they were satisfied with services

99% of dental clients reported the services helped them to maintain independence

COMMUNITY ENGAGEMENT

- 89% of Salute to Seniors attendees were satisfied overall
- 91% of Salute to Seniors attendees plan to tell a friend
- YouTube channel had 2300 views with powers of attorney being the most frequently watched
- Participated in 32 senior fairs and community events in Metro Denver, Larimer, and Weld Counties reaching 5700older adults.
- Aging in Place and Advance Care Planning Series had over 500 virtual participants

KEYNOTE SPEAKER

KEYNOTE SPEAKER

Jarett Hughes
Pres

Introduction to Leverage Colorado

A nonprofit dedicated to advancing the lives of older adults

HAVE A HAPPY HOLIDAY

Colorado Gerontological Society

HOLIDAY JOY SQUAD

Engage in 15 acts of kindness to bring joy to other people in our community.

THANK YOU

Colorado Gerontological Society

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