

Shoreline Lake Forest Park
 **Senior Center**
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11/12/16

Honorable Shoreline City Council Members,

First, my apologies to the council and city staff for any confusion in my communication relative to the senior center budget situation and the assistance we were asking. And my apologies for not remaining at the previous council meeting to answer questions. I was not aware that an additional request for funding for the senior center would be presented for discussion and consideration.

I hope the following clarifies some questions the council may have. Please refer to the 2 graphs as I address the following question:

What is the Senior Center asking for and why?

We are asking for assistance to help us resolve some of the potential budget deficit directly related to United Way cuts. In my original email to city staff I stated that we would suffer an approximately \$38,000 loss in support directly related to United Way funding cuts. I further stated that we would need \$40,000 in order to have a realistic chance of getting to a breakeven budget in 2017 **but** that if the city could maintain the \$26,000 we would have a “fighting chance to come up with some creative solutions to this over the next year”. **That is fundamentally what we are asking for, the maintenance of the \$26,000 support. The United Way cuts came out of left field and were something we could not have anticipated. However, 2016 was a perfect storm for the senior center, with not only the loss of the United Way funds but additionally the ending of a 10 year grant worth over \$16,000 for each of those 10 years, and the loss of significant staff and volunteer fundraising capacity due to age, illness and retirement. This combined is what is producing the estimated potential loss of approximately \$71,000 in 2017.** We are not asking for any additional help related to these factors, and, in fact, we would prefer not to receive the additional \$17,000 in support if it would impact the council’s faith in the Senior Center to do everything we can, as

we have always done, to address deficits. We are, in fact, already addressing this deficit and the one anticipated in 2017 by identifying staff efficiencies that will allow us to save around \$26,000. We do not take city support lightly, we do not take the needs of other very worthy non-profits lightly, and we are very serious about our responsibilities to the citizens of this city, city management, and other non-profits to do everything we can to fundraise as much as we can to offset our costs and create surplus for contingencies such as we are facing now.

As you can see on the first graph, in 2016, without Shoreline's assistance we anticipated a deficit of about \$42,000. As it is, thanks to Shoreline's assistance, we anticipate a deficit of \$16,184. This first graph shows very clearly our struggles and successes with maintaining a balanced budget with the ups and downs of outside support. This is why we have worked very hard on our own internal fundraising, with pretty good success.

As you can see from the second graph, what we fundraise ourselves is significantly more than what we receive from local government sources, and has consistently grown since 2007. However, the losses of critical fundraising talent are reflected in the decrease of internal fundraising in 2015 and 2016. These were talented individuals, and talent is not an everyday commodity. It will take time for us to replace this capacity. Fundraising is an entrepreneurial enterprise. You come up with ideas, throw them against the wall, and see what sticks. We have had successes and failures over the years and the successes we did have took time to develop. There are no quick and easy solutions, as any non-profit will tell you.

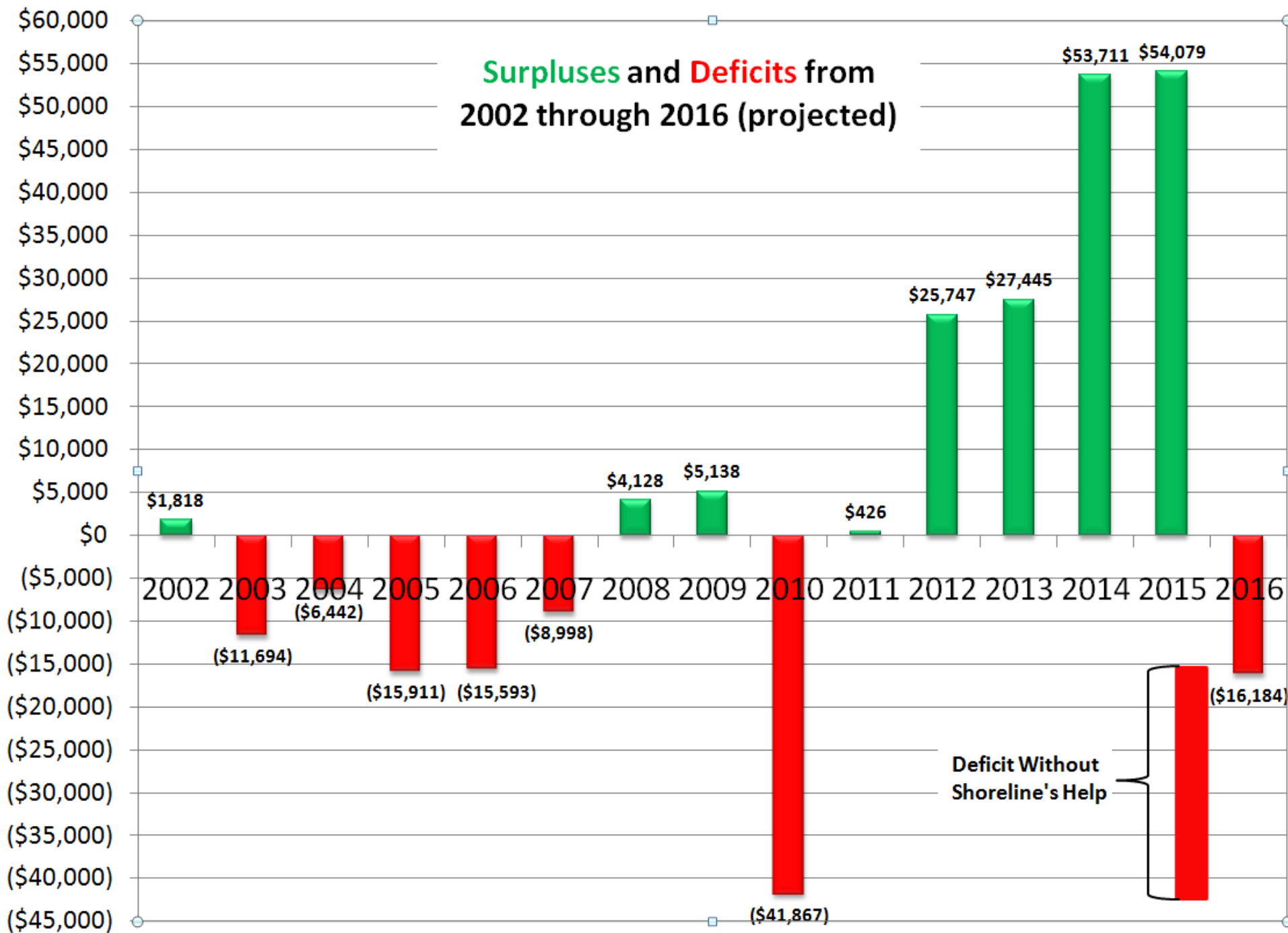
We cannot tell you that we will be able to replace the full potential deficit and keep up with the continued increasing costs of operating the senior center with the historical grant allocation that we have been receiving from Shoreline for 8 years, since 2007. But we can tell you that we are fully committed to maximizing our fundraising efforts in every way we can.

Most Sincerely,

A handwritten signature in black ink that reads "BOB LOHMEYER". The letters are in all caps and have a cursive, slightly slanted appearance.

Bob Lohmeyer
Director

Surpluses and Deficits from 2002 through 2016 (projected)



Internal Fundraising and Local Government Support

