



COVID-19 RESPONSE REPORT

SENIORS | COMMUNITY OUTREACH | VOLUNTEERS
YEAR-IN-REVIEW

CURBSIDE MEALS

NON-PROFIT PARTNER: OPEN HEART KITCHEN

21,766 SENIOR LUNCHES

41,709 HOT MEALS

1,653 STAFF HOURS



SENIOR OFFICE



RESOURCE & REFERRAL



FREE HOME REPAIRS



COVID-19 INFORMATION



FRIENDLY CALLS



CURBSIDE LENDING LIBRARY



SUPPORT GROUPS



TECHNOLOGY TUTORING



TAX-AIDE APPOINTMENTS



LEGAL RESOURCES

GROCERY DELIVERY

NON-PROFIT PARTNER: TRI-VALLEY HAVEN

1,350 GROCERY BAGS DELIVERED

1,600 GROCERY BAGS ASSEMBLED



SENIOR PROGRAMS

VIRTUAL

2,353

REGISTRATIONS / VIEWS

- ZOOM SOCIALS
- FITNESS CLASSES
- ENRICHMENT CLASSES
- INFO SESSIONS
- YOUTUBE CLASSES
- SELF-IMPROVEMENT

\$24,764 GROSS REVENUE

OUTDOOR

1,066

REGISTRATIONS / PARTICIPANTS

- RAVENSWOOD SOCIALS
- OUTDOOR FITNESS
- DRIVE-THRU EVENTS
- WALKING GROUP

\$25,550 GROSS REVENUE

\$50,314

COMBINED GROSS REVENUE

VOLUNTEERS

621 TOTAL HOURS

128 NEW VOLUNTEERS

980 CARDS/BOOKMARKS FOR SENIORS



PRIME TIME SENIOR E-NEWSLETTER

1,163 SUBSCRIBERS

52% OPEN RATE (29% INDUSTRY AVG)

22% CLICK RATE (4% INDUSTRY AVG)

