

# MADONNA

## CENTER, INC.

Annual Report  
2023

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Serving our community  
for 85 years!





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**Front Cover**

Senior-to-Senior Peer Home  
Visitors:

Linda Lindsey  
Rosa Patino  
Juanita Saenz



# Message from our Leadership

We are proud to present the 2023 Annual Report for the Madonna Center. As we share the highlights of the past year, we want to recognize and celebrate that 2024 is the **85th Anniversary of the organization!**

In 1939, the Sisters of Divine Providence established the Girls Club of San Antonio to serve the vulnerable of our community. Over the years, the services have evolved, and the name has changed, but the mission essentially remains the same, to serve the vulnerable by *helping individuals and families improve their daily lives through education, connections to resources, healthy aging, and creating a sense of community.*

As a result of our amazing community partners, the pages of our report will highlight the growth in programming we experienced in 2023. The H.E. Butt Foundation invested in the Madonna Center's infrastructure by supporting capacity building initiatives that strengthened our leadership team and overall organization's culture. Strengthening our organization and staff resulted in stronger services. You will read how our new services directly impact families and older adults who call the Westside of San Antonio home.

Our new services helped vaccinate over 500 older adults, we expanded our senior services to include homebound visitation to seniors unable to leave their home and we continue to strengthen families and protect children through a new parenting program designed for Latino Families. The Baptist Health Foundation also invested in the Madonna Center which resulted in improved communication and outreach strategies that allowed for a much-needed update to the website, creation of a social media and direct community outreach plan. The communication initiative helped spread the word about our programs.

Increased communication resulted in an increase in the number of children, families and seniors being served in 2023. In addition to our new programs, we constructed a new kitchen through the generosity of the John L. Santikos Charitable Foundation of the San Antonio Area Foundation. The new kitchen provides ample space and updated equipment and kitchen utensils to better meet the nutritional needs of our growing programs.

We are excited to share the results of our successful year and are equally excited to look forward to 2024 and beyond as we continue to build out the vision for the Madonna Center Campus. We anticipate that our 85th Anniversary Year will be one for the record books, as we launch our Capital Campaign that will allow us to continue to serve the Westside of San Antonio for years to come. We look forward to your support and engagement as we work together to improve the lives of children, families and older adults in the Westside of San Antonio.

Sincerely,



Roger Caballero  
Executive Director



David F. Toomey, III  
Board President



# New in 2023: Seniors Helping Seniors

When the pandemic hit and the nation was shut down, nonprofits like the Madonna Center had to pivot center-based services to virtual contact. During that period, we saw first-hand the consequences that social isolation has on a person, more specifically on older adults living alone with limited mobility.

In response to our experience and witness of the need our seniors had, in 2023 we launched Senior to Senior, a home-visitation program designed to hire and train active older adults to be peer visitors to seniors who are homebound and alone. The program's primary objective is to reduce social isolation by providing a peer companion that offers friendship while engaging in cognitive and light physical activities.

In our inaugural year, we served 85 homebound seniors, with the youngest being 62 years of age and the oldest being 94 years. Of the 85 seniors eligible for evaluation, 60% have shown a decrease in social isolation and an increase in overall happiness. Three home-visitors conduct weekly visits with their clients, engaging them in fun and interactive activities designed to stimulate thinking and light movement. During the activities, the home-visitors build trusting relationships. Our Peer Home-Visitors conducted 1,533 home visits with 1,616 unique services provided.

The magic of the program lies in the three Peer Home-Visitors that were called to this work. Linda, Rosa and Juanita all express how meaningful this work is to them. When asked why they applied for the position, all stated that they know the importance social connections have on a person's well-being and they all see part of themselves in their clients. "The seniors in the program look forward to seeing us and we too look forward to seeing them. Our roles as home-visitor can be described as friend and teacher." When asked what the happiest moments with their clients are, they responded, "Our happiest moment with our clients is when we get to meet their families and we are able to share experiences with their family members, and also when they get to share their talents with us."

One home-visitor shared that her client played music during their home-visits, and he shared life stories that accompanied each song. "It was very touching to hear his stories and listen to music that meant so much to him."

The Senior-to-Senior program visits older adults in their homes, apartments or assisted living programs. It is meant to reach those who are unable to leave their home. When asked what the saddest moments of the program are, the home-visitors share that, "The saddest moments are when their client speaks of their family who has forgotten about them or only visit on special holidays. They feel forgotten and left behind."

The program works to bring companionship back into their lives and in the words of one of home-visitors, "The program allows them to keep growing—we may be older, but we can still grow as human beings and share love and compassion."

The program is made possible through funding from the City of San Antonio-AARPA Funds.

## New Kitchen

Through the generosity of the John L. Santikos Charitable Foundation of the San Antonio Area Foundation, our new kitchen was constructed and opened this year.

The new kitchen will allow us to serve more meals to more children, families and older adults receiving our services. The new 928 square foot kitchen is equipped with new appliances and new kitchen tools and positions us to serve our current participants along with future participants as our programs grow and expand to meet our community's needs.

The new kitchen will provide breakfast, lunch and dinner to:

- 96 children in early childhood education programs, which receive 3 meals daily.
- 63 children in the afterschool program who receive 1 meal daily
- 40 seniors attending center-based services receive breakfast and lunch daily
- Total Daily Meals: 431
- Total Weekly Meals = 2,155



## Madonna Center Vaccination Project

The Center was awarded a grant from the National Council on Aging to increase awareness about the importance of vaccinations and promote and provide access to flu and Covid vaccinations for older adults in the targeted zip codes of the West side of San Antonio which include: 78237, 78207, 78228, 78226.

The Center partnered with the UT Health Science Center-School of Nursing to administer vaccination clinics on site at the Madonna Center campus. We hosted four vaccination clinics and provided a \$25 gift card to each senior that received their flu or Covid vaccination. Through our outreach efforts we helped vaccinate 508 seniors in 2023.



## Los Niños Bien Educados Program

Madonna Center is proud to have launched this new program, Los Niños Bien Educados, in 2023. The program is designed for parents of Latino American children. It provides parenting skill-building over a 12-session curriculum. The program's goals are to promote pride in cultural heritage regarding child-rearing, strengthen family cohesion, teach tolerance, reduce parental stress, and prevent child maltreatment, and improve child school performance.

In its first year, we have served 12 parents and administered 10 of the 12 curriculum classes. Joe, a parent in the class, reflected on his learnings and has observed a positive change in his son's response to him because of what he has learned in class. He states that he "likes that the program places importance on ensuring that all members of the household are aligned in their parenting approach." He has enjoyed and learned so much from the program that his wife will be enrolling in the following cohort. The program is made possible through funding from the United Way of San Antonio & Bexar County.

## Our Impact in 2023

The Madonna Center served a total of **434** children, **212** families and **210** seniors totaling **856** participants, a **27%** increase from last year. In addition to the wonderful new programs, we launched in 2023 we continue the services that are the cornerstone of our mission.

## Serving Children

The Madonna Center strongly holds the belief that equitable and quality education is a right for all children. As a result, we work diligently to provide children and parents with a Child Development Center that is safe, educational, inclusive, engaging and motivating. Our Child Development Center maintains the highest rating provided by the Texas Workforce Commission's Rising Star Program and offers the following programming: Early Head Start for children as young as 2 months up to 3 years.

The Early Head Start program is provided in partnership with Parent Child Incorporated. Our Pre-School program serves children ages 3 years to 5 years of age and our After-School and Summer Camp serves children ages 4 to 12 years. Our comprehensive and continuous educational services help parents plan for their child's or children's care both in and out of school.

A parent of a child with special needs shares, "Madonna Center is wonderful to work with, teachers are caring and supportive in the development of my child. They are like my child's second family. I am grateful for their services and their care."



## Serving Seniors

For decades the Madonna Center has offered center-based programming for older adults ages 60 and above. Our St. Joseph's Senior Center buzzes with activity Monday through Friday from 8 a.m. to 2 p.m. This is where you can find our seniors, participating in fun, interactive activities that keep them entertained and connected to one another. Seniors receive transportation to and from the center daily along with receiving homecooked breakfast, lunch and snacks.

Our programming focuses on activities that will sharpen their minds and lift their spirits. They enjoy activities like Lotteria, Karaoke, arts and crafts and the occasional field trip to community events. In addition, guest speakers frequent the Center to share important and relevant information to keep them updated on matters of health, safety, finances and over-all well-being. The Center is also proud to partner with Seniors In Play, a performing arts program that teaches older adults to write, act, recite and contribute to the arts through their own self-expression. "I like coming to the Senior Center because I can talk with my friends, have fun and learn things I didn't know. It gives me a reason to get up each morning" - Senior Center participant.



## Serving Parents

The Madonna Center believes in helping the full family continuum, from infants to older adults. For that reason, we support parents by providing family strengthening programs that will help enhance parenting skills through specially designed curriculum that promote strong parent-child bonds, help parents gain confidence by understanding child development stages and by building a supportive network of parents that help navigate the challenges of child-rearing and living a balanced life.

Our parenting programs are the Dual Generation Program which connects parents with community resources that will help them obtain either their education or vocational training, along with safe housing and quality childcare. The goal of the program is to help families lift out of poverty and be self-sufficient.

The HIPPY Program (Home Instruction for Parents of Preschool Youngsters), designed to be a school readiness program offers parents the ability to strengthen their children's cognitive skills, early literacy skills, social emotional and physical development by working through a carefully developed and evaluated curriculum. A Madonna Center HIPPY Parent remarked that she, "Is grateful for the HIPPY program."

She and her daughter Julia completed the three-year program and today Julia, a first grader, is a Gifted and Talented student in her school. Mom credits the HIPPY program and early teachings that helped promote strong learning and a strong educational foundation.





# Looking Ahead

We are proud of the 2023 Madonna Center accomplishments. Our growth in programs and services to clients speaks to the need of our community. The Westside of San Antonio continues to struggle with societal issues embedded in poverty and lack of resources and support for its residents. For that reason, the Madonna Center is committed to continue to expand and provide services that will help our children, families and seniors thrive.

This coming year, 2024, The Madonna Center will launch a capital campaign to expand and enhance children's services on the current campus and construct new facilities across the street to grow and enhance our Social Services which support families and older adults.

Please stay connected with us to support our efforts and get updates on our progress. A great way to stay up to date on Madonna Center news is to like us on Facebook, follow us on LinkedIn and Instagram. If you would like to receive emails with periodic updates please send your information to [arodriguez1@madonnacentersa.org](mailto:arodriguez1@madonnacentersa.org).



**@MadonnaCenterInc**



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# Thank you to our Partners and Donors!

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# Statement of Activities

For the Year Ended June 30, 2023,  
with comparative totals for 2022.

	2023			2022	
	Without Donor Restrictions				
	Operating	Board Designated	With Donor Restrictions	Total	Total
<b>Support and Revenue</b>					
Government Grants	\$ 506,953	\$ -	\$ -	\$ 506,953	\$ 473,996
Other Grants	622,096	-	-	622,096	522,928
Program Contract Services	1,263,831	-	-	1,263,831	846,532
Program Income	58,531	-	-	58,531	72,215
Contributions	44,331	-	-	44,331	66,185
In-Kind Contributions	44,722	-	-	44,722	30,414
Special Events	50,462	-	-	50,462	1,451
Other Income	34,442	-	-	34,442	31,610
Investment Income/(Loss)	89,849	-	-	89,849	(149,817)
Net Assets Released from Restrictions	86,000	-	(86,000)	-	-
Transfers to Board Designated Net Assets	(400,000)	400,000	-	-	-
<b>Total Support and Revenue</b>	<b>2,401,217</b>	<b>400,000</b>	<b>(86,000)</b>	<b>2,715,217</b>	<b>1,895,514</b>
<b>Expenses</b>					
Program Services	2,037,963	-	-	2,037,963	1,252,987
Support Services	383,298	-	-	383,298	310,355
<b>Total Expenses</b>	<b>2,421,261</b>	<b>-</b>	<b>-</b>	<b>2,421,261</b>	<b>1,563,342</b>
<b>Change in Net Assets</b>	<b>(20,044)</b>	<b>400,000</b>	<b>(86,000)</b>	<b>293,956</b>	<b>332,172</b>
<b>Net Assets - Beginning of Year</b>	<b>1,430,057</b>	<b>600,000</b>	<b>111,000</b>	<b>2,141,057</b>	<b>1,808,885</b>
<b>Net Assets - End of Year</b>	<b>\$ 1,410,013</b>	<b>\$ 1,000,000</b>	<b>\$ 25,000</b>	<b>\$ 2,435,013</b>	<b>\$ 2,141,057</b>

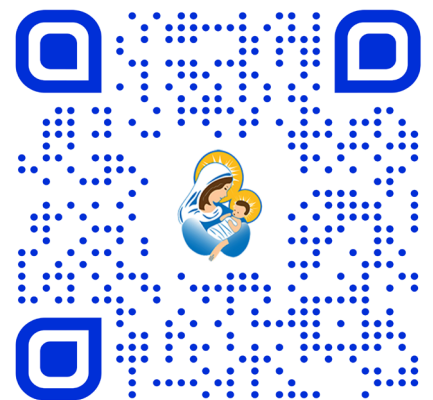
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