



# ANNUAL REPORT SUMMARY 2007-2008

Dear Friends of Senior Housing Options,

Another year has passed. We are proud that we continue to be able to provide safe, quality housing and caring services to more than 500 low-income older adults and people with disabilities throughout Colorado. **We've done this now for nearly 30 years!**

We continue to try to be as self-sufficient as possible covering most of our operating costs through our residents' rents and appropriate subsidies. But like any other nonprofit organization, we are faced with needs that we simply cannot cover. Many of these fall into the areas of safety and security. We started a campaign this year to help meet these needs. **And thanks to you, we are well on the way to our goal of \$500,000.** We are grateful to all of our new and continuing donors! But because these needs are so great, we are extending the campaign through the end of the year. We hope you'll help us meet these needs.

This year, for the first time in many, we held a special event. Actually, not just one, but **19 performances of the acclaimed play HOT L BALTIMORE, performed right in the lobby of The Barth!** Nearly 1,200 people attended, many that didn't know about SHO and had never been to The Barth. We logged over 400 volunteer hours as people helped with ticket sales, box office tasks, and greeting our new friends. While time consuming and a bit of a strain on Barth residents and staff, we were wildly successful in netting over \$70,000 for our safety and security needs. A big thank you to all who helped and attended this exciting effort!

## **And other major accomplishments:**

- One of the most important measures of SHO's success is **the satisfaction of our residents and families/responsible parties.** Our satisfaction survey ranks a number of number of factors 1 to 5, 1 being the lowest indicating a problem, and 5 being superior. This year's survey had great results. The average ranking of the assisted living residents was 4.4 and the average ranking by family/responsible parties was 4.6, excellent rankings by both. Subsidized apartments residents ranked SHO at 4.7, also an excellent ranking. This is but one indication of the great staff and services of SHO!
- We went live with **redesigned web site** that really highlights the value of SHO and all its programs. An in an effort to "go green" we added an on-line newsletter. We are excited that since April we've had nearly 389,000 "hits"-people learning more about us!
- Our **residences continue to receive accolades.** For example, this year Cinnamon Park was selected as second of all assisted living residences in Longmont (first was a private pay only residence).

In short, it was another great year despite our financial challenges. We hope you'll agree and continue to support our 500 residents and all the staff at SHO. We so appreciate you!!

Sincerely,

Teri Whelan  
Executive Director

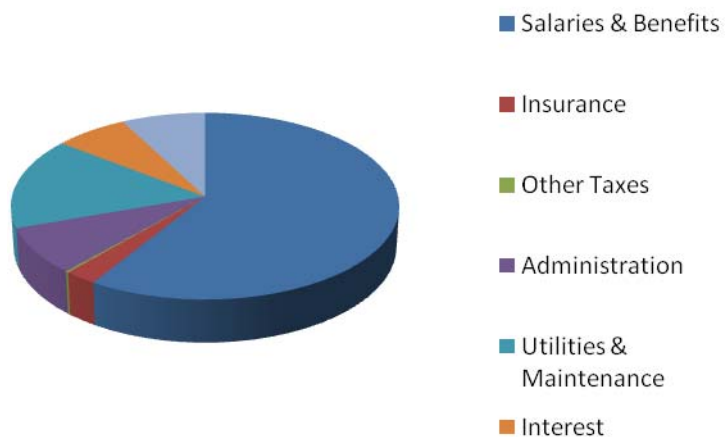
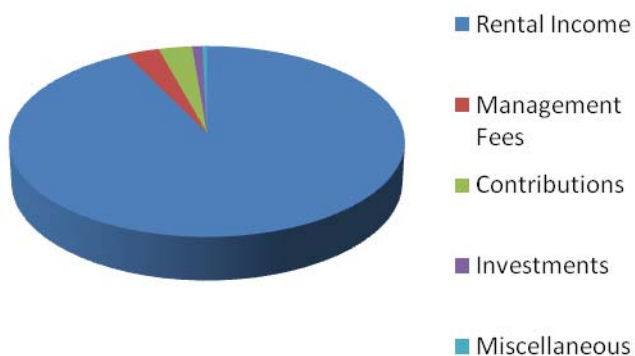
Laura Hahn  
President of the Board

### Revenue 2007-2008

Rental Income	\$5,845,188
Management Fees	\$189,187
Contributions	\$189,582
Investments	\$57,416
Miscellaneous	\$25,219
<b>TOTAL</b>	<b>\$6,306,592</b>

### Expenses 2007-2008

Salaries & Benefits	\$3,286,736
Insurance	\$138,976
Other Taxes	\$11,889
Administration	\$450,511
Utilities & Maintenance	\$886,943
Interest	\$378,751
Food	\$430,322
<b>TOTAL</b>	<b>\$5,584,128</b>



### Program & Management Expenses

Program	93.6%
Management & General	3.7%
Fundraising	2.7%
<b>TOTAL</b>	<b>100%</b>

