

## INTRODUCING YOU TO THE NEW VAAA LOGO AND REINTRODUCING YOU TO THE VAAA



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First a little history – the Verona Senior Citizens was organized in the early 1970s when a group of dedicated Verona folks got together to encourage and support the older population of Verona. They wanted to come together for a variety of fun activities as well as for the chance to be of service to others. The group formed a Wisconsin non-profit corporation called the Verona Area Senior Citizens Club, run by a Board of Directors, which was responsible for everything that the organization did including helping to provide services that older residents needed, as well as offering a variety of enjoyable activities. Over the years they found a series of places to meet, including church basements and the ‘old’ Library. Eventually the leaders negotiated with the City of Verona to secure them space in the proposed Sugar Creek Apartments. In 2002 the City of Verona established a Department of Senior Services with the mission of providing needed services to the older population of the Verona area. This enabled the senior group, under a Board of Directors, often referred to as the Senior Center Board, to move to supporting the Senior Center in a variety of ways rather than managing the Center operationally. It became sort of “Friends of the Verona Senior Center” organization with a focus on fundraising to support the work of the City’s Senior Center and providing programs and activities for more active adults. They advocated strongly for senior specific space, and in 2003 the current Verona Senior Center at 108 Paoli Street was built on the site of the former Public Works building.

The by-laws, revised several times over the past 45 years, state that the purpose of the Senior Citizens Club is:

- to plan social, recreational, and educational events and programs for older adults;
- to undertake fund-raising activities on behalf of the Verona Senior Center; and
- to advocate for local, county, state and federal support for programs and services which meet the needs of older adults.

A year or two ago the “Board” undertook a detailed review of its activities and its image in the community, and decided that the name **“Verona Area Active Adults at the Verona Senior Center”** was a more accurate representation of what we do, and what we aspire to be.

- It makes clearer that what we do is different from what the Senior Center does. We partner with the Senior Center to serve the needs of the older population, but we don’t manage the day to day operations of the Senior Center.
- It helps correct the misperception that the Senior Center is some sort of senior housing.
- It made clearer that we offer programs to suit many interests, including those of seniors who are able to be more active.
- It made clearer that, because the Senior Center has only a very small staff, it depends heavily on volunteers. We partner with, and supplement, the staff and budget of the Senior Center to offer things that the community wants.

Hence, the new name and the new logo, and the effort to renew what we do. While we change some of the cosmetics of our name, our mission remains true to what those enthusiastic and dedicated leaders put forth many, many years ago. We will continue to work hard to raise funds to support, enhance and expand the work and activities of the Verona Senior Center; we will be strong advocates at all levels for those programs and services that meet the needs of older people; and we are committed to creating a full, fun calendar of activities and programs for active adults. Whether you remember the ‘old’ Senior Citizens, or are brand new to the VAAA, we encourage you to find ways to become involved that interest you and to get behind all the efforts of the VAAA. If there are things you would like to see us do, talk to any Board member or attend a Board meeting the first Wednesday of every month at the Senior Center. Old old, young old, newly old, or not old at all, whoever you are, however you see yourself, there is a place for you under the VAAA umbrella.