



AGING OUTLOOK AND SERVICE REPORT 2025



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AGING IN AMERICA

HEALTH AND WELLNESS

Almost 95% of older adults aged 65 and older in America have at least one chronic condition, almost 80% having two or more. The most common: difficulty walking or climbing stairs, hearing, vision, self-care, and communication.

INSURANCE AND INCOME

INSURANCE

In 2022, 99% of people aged 65 and older had some sort of insurance coverage. Almost 94% utilized Medicare, which mainly covers acute care. This means they need to cover about half of their expenses with other sources. 46% held private insurance, 6% had military-based insurance, and 7% were covered by Medicaid. 1% had no coverage at all.

INCOME SOURCES

Social Security was the most common form of income for people aged 65 and older. Roughly **90%** of households with an older adult receive social security.

CAREGIVING IN AMERICA

There are **53 MILLION** unpaid caregivers assisting older relatives, friends, neighbors, and spouses in the United States, around **1 in 5 Americans**.

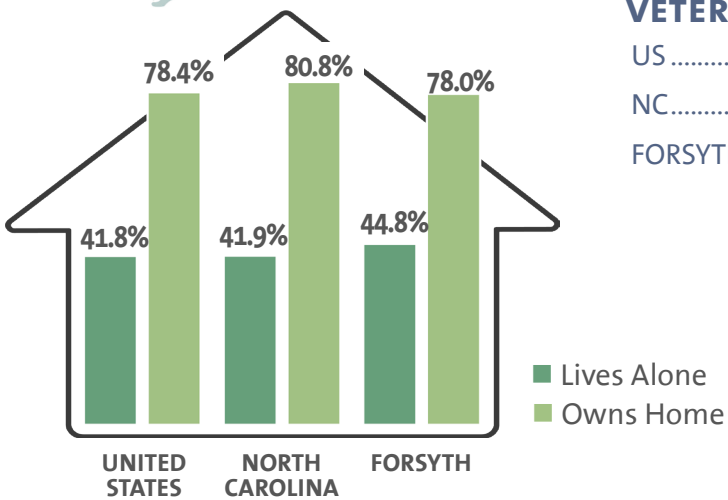
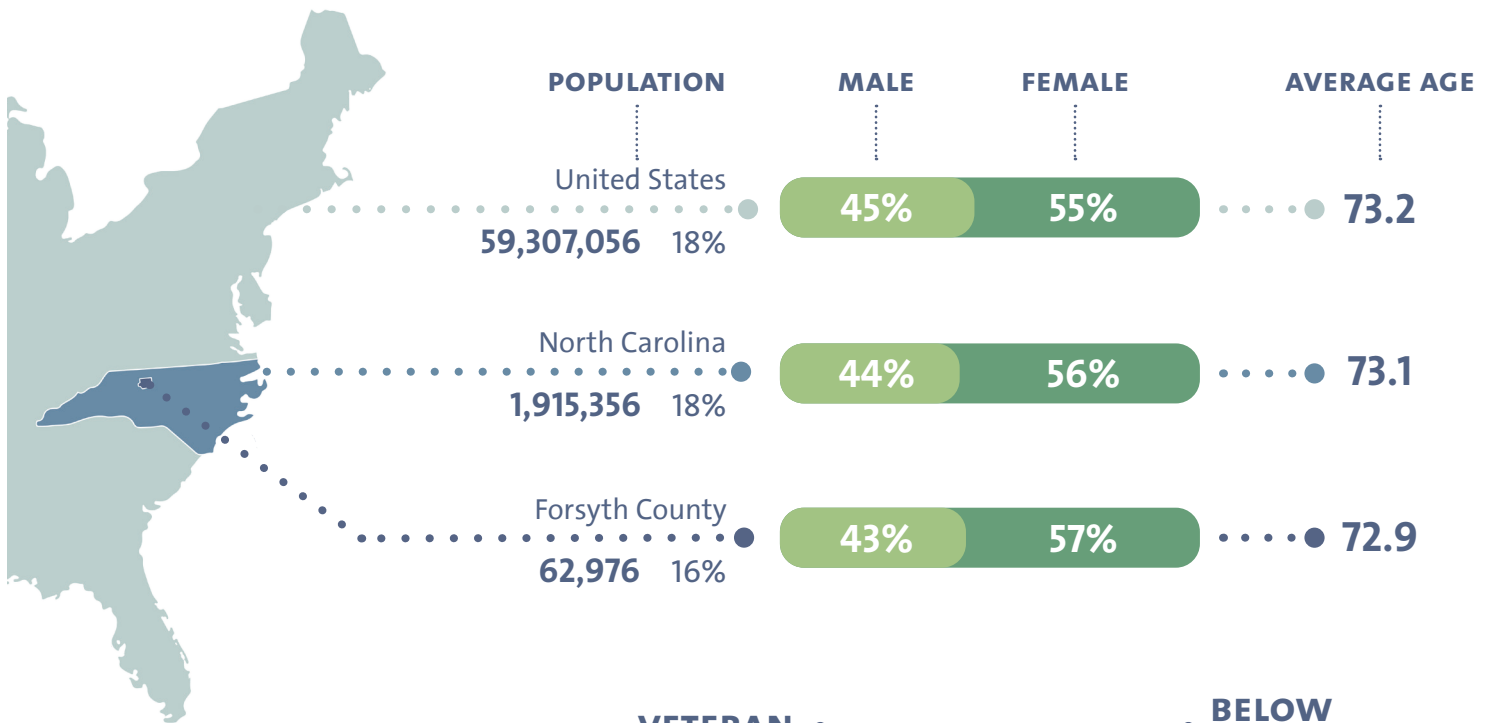


43% are the sole providers of care for the person they are helping. Providing around 20 hours of care per week.

53% have full-time jobs in addition to caregiving.

AGING IN AMERICA *continued*

Comparing Demographics of **Older Adults 65+** in the United States, North Carolina, and Forsyth County:

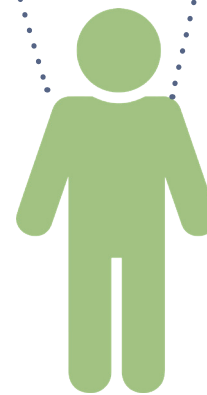


VETERAN

- US 14.3%
- NC..... 14.3%
- FORSYTH... 16.4%

BELOW POVERTY LEVEL

- US 11.3%
- NC..... 10.9%
- FORSYTH.....9.3%



LIVING WITH A DISABILITY

- US 33.1%
- NC..... 33.3%
- FORSYTH...30.3%

FUTURE OUTLOOK: THE NEXT GENERATION

People born between 1965 and 1980 are considered part of Generation X (Gen X). Over the next 10-20 years, this demographic will be a part of the "older adult" community. While research on the needs of Gen X compared to Baby Boomers is still developing, Senior Services will be watching this data to inform how our programs and funding needs may change in order to adapt to new and emerging needs.

As of 2022,
18% of Forsyth County residents were considered part of Gen X.

GEN X TOP CONCERNS ABOUT AGING

- Future Finances—Effects of 401K retirement and unknown future of government benefits
- Memory Changes
- Social Isolation

MISSION OF SENIOR SERVICES, INC.

For more than 60 years, Senior Services programs have been helping older adults age with dignity and live with purpose in our community.

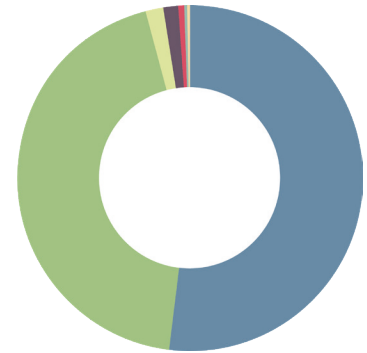
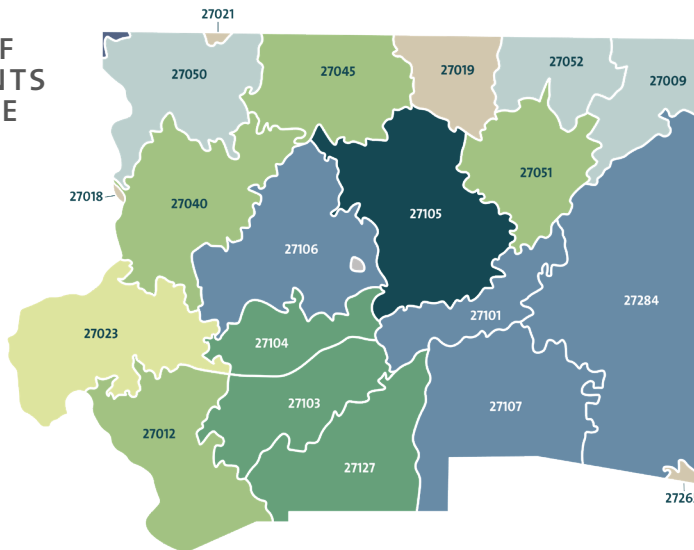
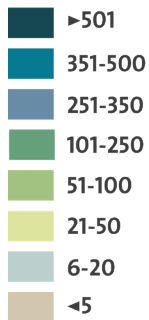
Our mission is to help older adults remain at home for as long as possible and to help them live with dignity. With concern for those who care for senior adults, we also help caregivers through services and education that will benefit them.

Individuals who cannot afford to pay for services are of special concern to Senior Services and receive assistance to every extent possible through philanthropic contributions and available public funds.

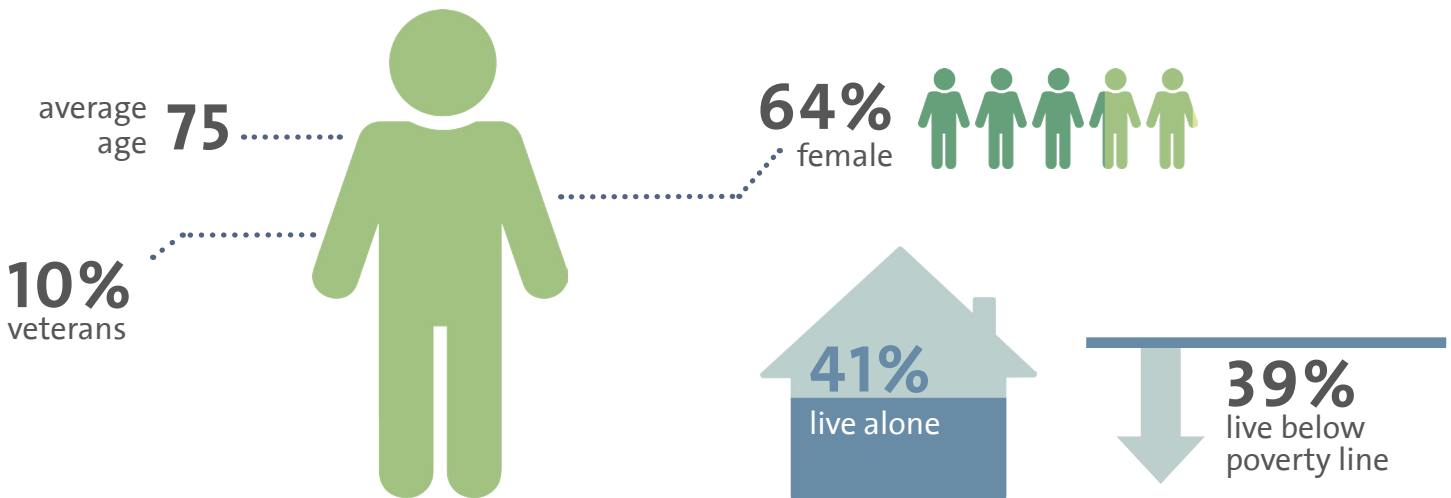
WHO WE SERVE | FISCAL YEAR 23-24

2,411 PARTICIPANTS WERE SUPPORTED THROUGH DIRECT SERVICE

NUMBER OF PARTICIPANTS BY ZIP CODE

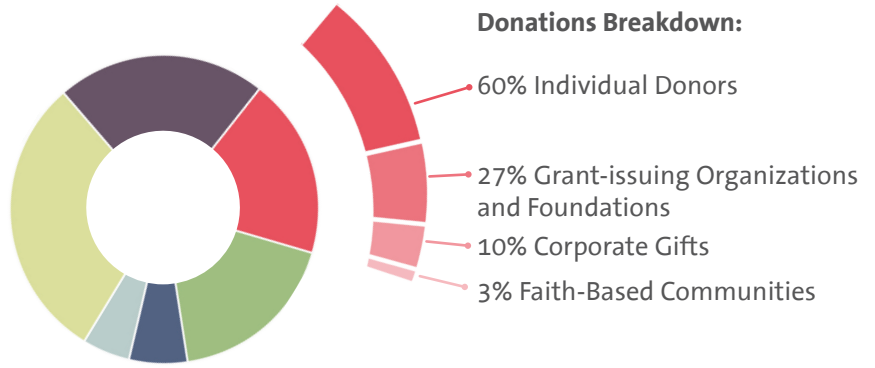
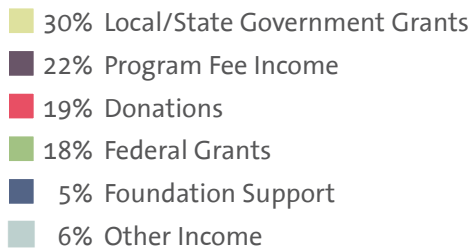


Black or African American	52.0%
White	44.1%
Hispanic	1.6%
Unknown	1.2%
Asian	0.6%
Other	0.3%
American Indian and Alaska Native	0.2%



FUNDING AND WAITLIST | FY 2023-24

REVENUE



Senior Services is committed to providing vital resources, support, and services to help seniors live safely in their homes. As the number of older adults seeking help steadily increases, resource constraints are impacting our ability to provide service to everyone who needs it.

Funding for our programs has not kept pace with the need and demand for services in our community. As a result, waiting lists and time spent waiting are growing. Senior Services continually works to increase revenue and support for programs to respond to increasing needs. Community and philanthropic support play a large and important role in filling critical gaps.

400

older adults placed on a waitlist during the fiscal year



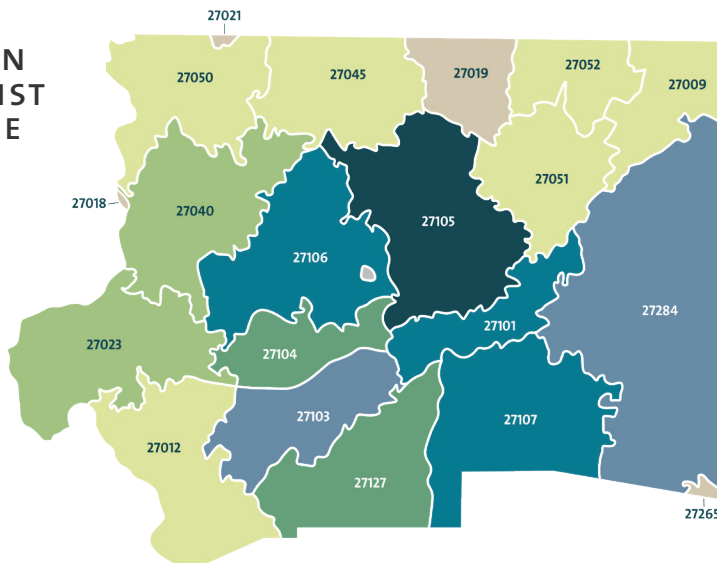
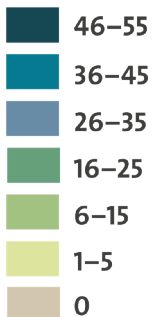
compared to previous fiscal year



95 DAYS

average time spent on the waiting list.

NUMBER ON WAITING LIST BY ZIP CODE



SERVICES WITH WAITING LISTS

- Meals-on-Wheels..... 53%
- Home Care 44%
- Senior Lunch.....3%

SENIOR SERVICES PROGRAMS

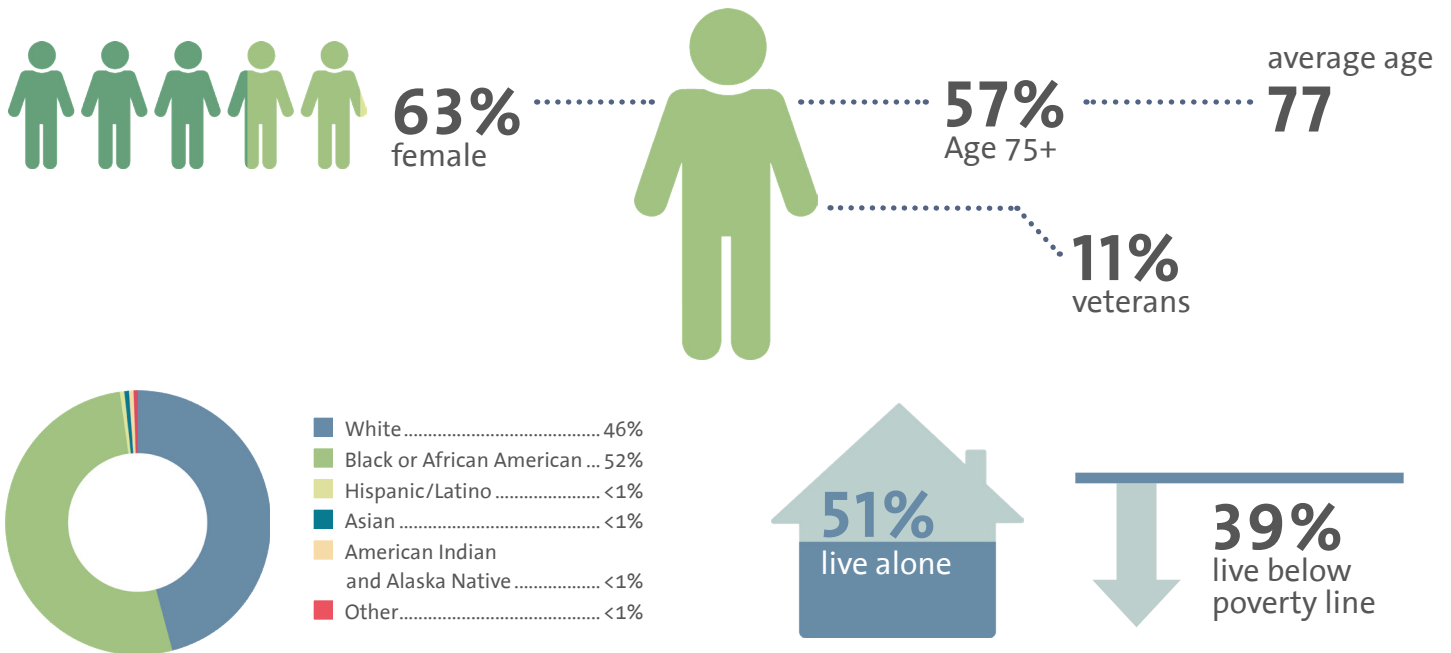
MEALS-ON-WHEELS | FISCAL YEAR 23-24

Meals-on-Wheels operates three nutrition programs to assist older adults in Forsyth County: hot meals, grocery bags, and frozen meals. Many experience great difficulty leaving home and find it challenging to obtain and/or prepare healthy meals. Hundreds have no one to talk with or check on them on a regular basis. Participants in our Meals-on-Wheels program look forward to hot meals and warm smiles from volunteers each weekday. The meals and the visits help them to stay healthy and independent longer.

SERVICE STATISTICS



PARTICIPANT PROFILE



97% of participants say that the home delivered meal program helps them to feel better and continue to live at home.

"Meals-on-Wheels has kept me at home rather than being placed somewhere. It is comforting to know that I will have good food five days a week."

—Meals-on-Wheels Participant

SENIOR SERVICES PROGRAMS

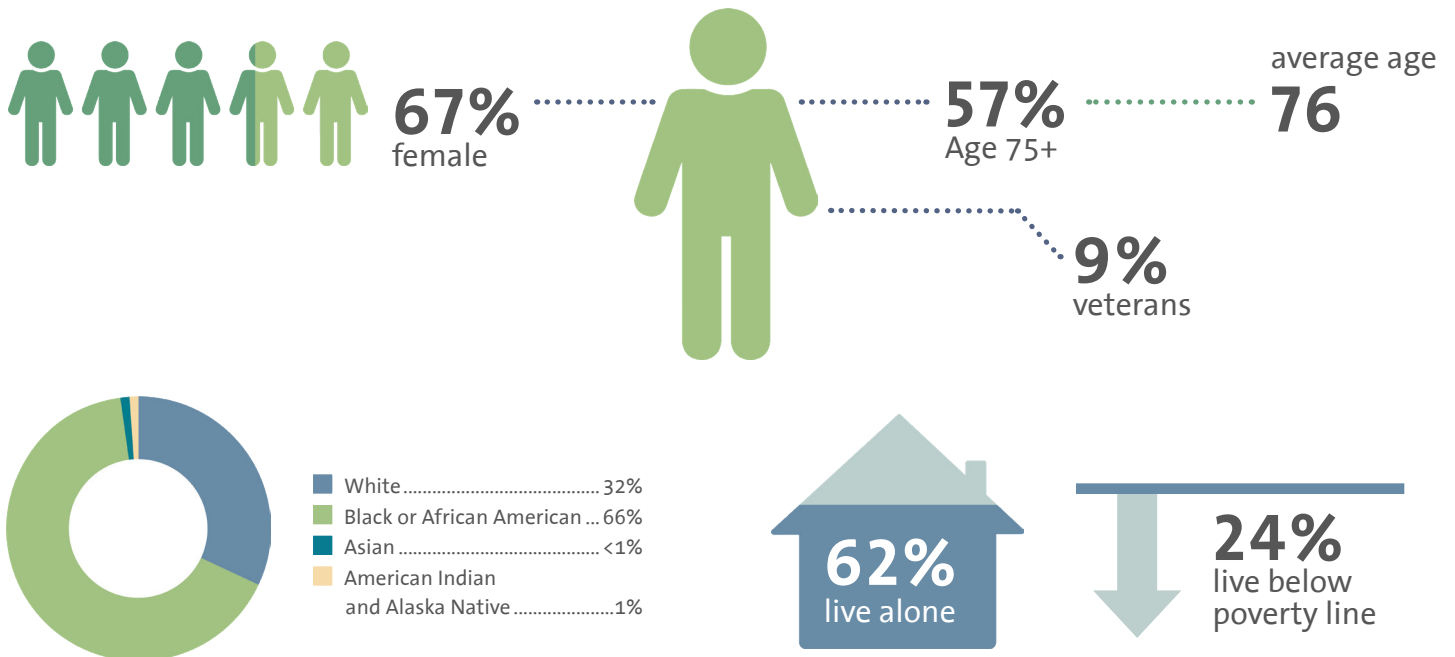
SENIOR LUNCH | FISCAL YEAR 23-24

Seniors often lose touch with friends and companions as they grow older and become more isolated. The Senior Lunch program of Senior Services provides a warm, friendly atmosphere and a hearty lunch for seniors three days a week at four sites throughout Forsyth County. The meals, health screenings, and health information provide nourishment for the body but the socialization, arts and crafts, music, and fun provide nourishment for the spirit.

SERVICE STATISTICS



PARTICIPANT PROFILE



96%

of participants felt that their Senior Lunch site is a place where they feel comfortable.

"I like our Senior Lunch family and activities. It's the only hot meal of the day for many of us."

–Senior Lunch Participant

SENIOR SERVICES PROGRAMS

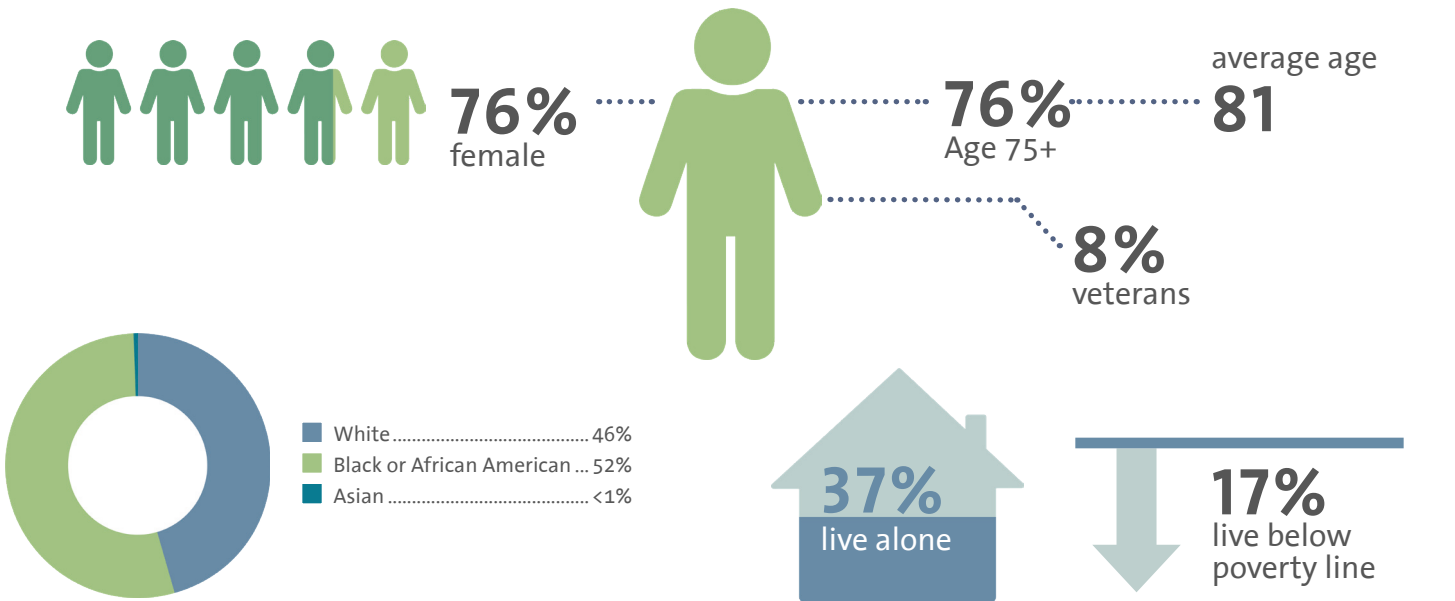
HOME CARE | FISCAL YEAR 23-24

Many older adults who have difficulty leaving their home in Forsyth County are also in great need of help with daily activities like eating, dressing, bathing, transferring (walking), toileting, and other routine tasks. Through our Home Care program, a registered nurse works with seniors and their families to develop a care plan that is carried out by a qualified Certified Nursing Aide (CNA). The nurse continues visiting every 90 days to monitor and support services being provided. With regular care from a Senior Services CNA, older adults can remain at home, living with dignity, and their caregivers can get a much-needed break.

SERVICE STATISTICS



PARTICIPANT PROFILE



100%

of participants/caregivers would recommend this service.

"This service is exceptional, it has helped my husband so much, in so many ways. I cannot begin to tell you what it has done for my health and state of mind."

—Home Care Participant Caregiver

SENIOR SERVICES PROGRAMS

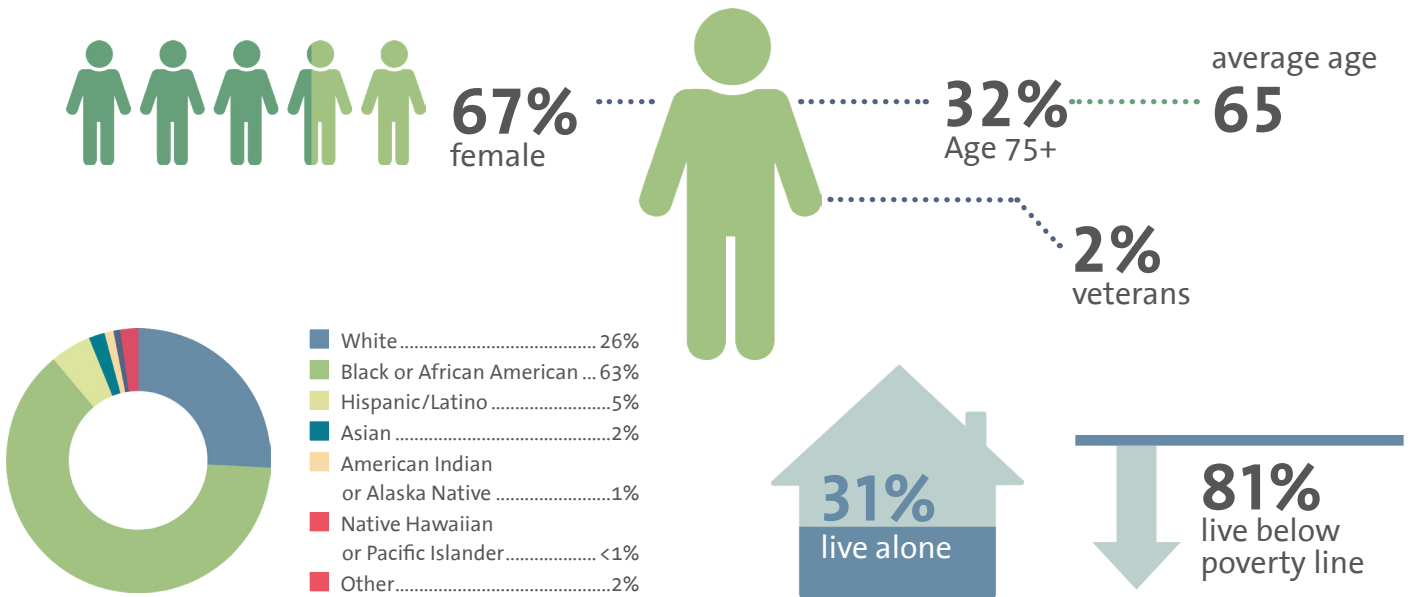
LIVING-AT-HOME | FISCAL YEAR 23-24

With help from the Senior Services Living-at-Home program, through the Community Alternatives Program for Disabled Adults (CAP/DA or CAP/Choice), adults who are Medicaid-eligible and in need of nursing home level care can remain at home and receive the support and care they need to live with dignity.

SERVICE STATISTICS



PARTICIPANT PROFILE



100%

of participants/caregivers would recommend this service.

"My mom's quality of life would be severely lessened without these services and so would mine as her caregiver. Being able to keep her in her home with your much needed assistance is life sustaining."

—Living-at-Home Participant Caregiver

SENIOR SERVICES PROGRAMS

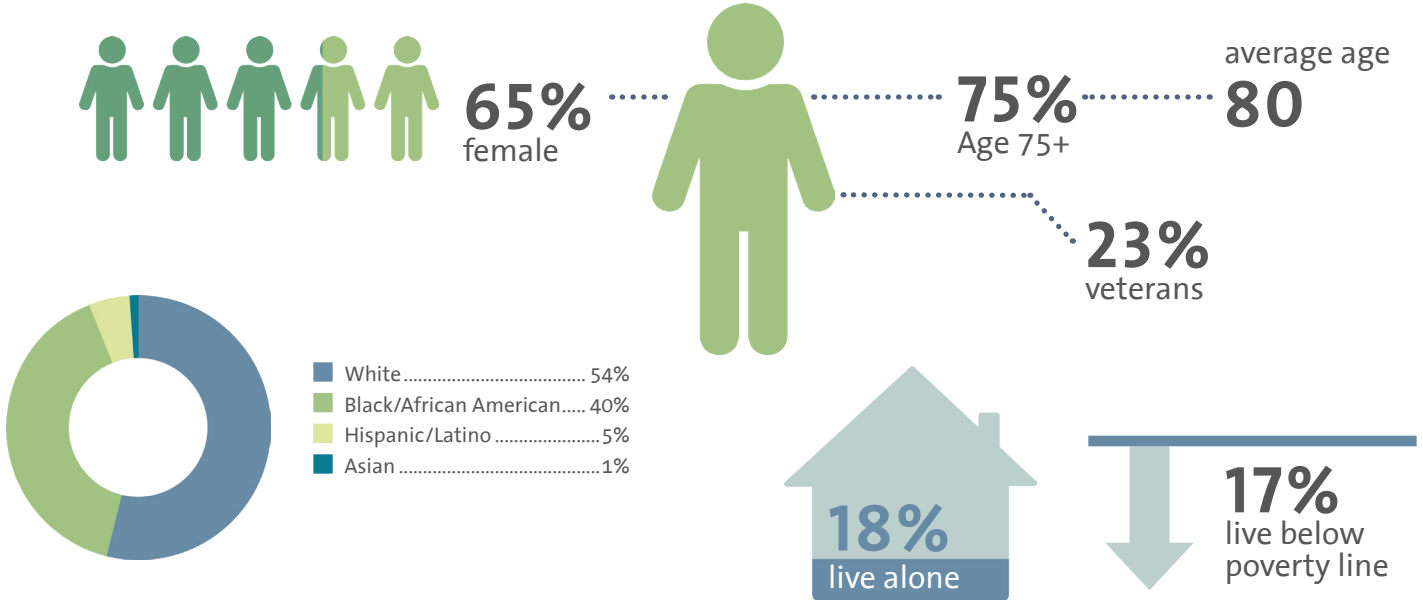
WILLIAMS ADULT DAY CENTER | FISCAL YEAR 23-24

When memory loss occurs, many seniors avoid socialization and become more isolated. In Forsyth County, people living with frailty and/or memory loss have a better choice. The award-winning Elizabeth and Tab Williams Adult Day Center provides a safe, fun, and structured day program that brings meaning and friendship to each participant in a nurturing environment, as well as support and respite for caregivers.

SERVICE STATISTICS



PARTICIPANT PROFILE



Approximately **100%** of caregiver satisfaction survey respondents answered "Excellent" and "Very Good" to questions pertaining to the staff's professionalism, courteousness, friendliness, and knowledge.

"The Williams Center is a true blessing for our family. My mom's mental state and demeanor have greatly improved. She calls it her happy place. Thank you all!"
 —Williams Center Participant Caregiver

SENIOR SERVICES PROGRAMS

CREATIVE CONNECTIONS | FISCAL YEAR 23-24

Research has demonstrated that arts and creativity focused activities promote healthy aging. Participation in the arts has been shown to lower the risk of the onset of dementia, decrease perceptions of pain, help to relieve stress, and improve mood. Additionally, participating in the arts decreases social isolation and provides meaning and purpose as individuals have a need to engage in self-expression.



At Senior Services, older adults are encouraged to participate in Creative Connections art activities. The classes are designed for people of all artistic backgrounds, including people with no experience in the arts at all. Classes include African Dance, Acrylic Pour, Acting, Creative Writing, and much more. Participants have expressed a reduction in stress and anxiety after taking a class and activities were effective in promoting positive emotional experiences.

SERVICE STATISTICS

200
participants served



1,372
activities provided

MEMORY CONNECTIONS | FISCAL YEAR 23-24

The Memory Connections project, funded by a grant from the Administration for Community Living from July 1, 2021 until May 31, 2025, is designed to help expand and improve our community's ability to care for and support people living with Alzheimer's Disease and other dementias. Memory Connections focuses on:

- Identifying people living alone who may have dementia and connecting them with services
- Educating communities that are at high risk of developing dementia
- Providing education and support to people caring for a loved one with dementia

Through services like BRI (Benjamin Rose Institute) Care Consultation, TAP (Tailoring Activities for Persons with Dementia and Their Caregivers), OMA (Opening Minds Through Arts), caregiver support groups, and various educational activities, Memory Connections has been able to make a positive impact on older adults living with Alzheimer's and dementia and their caregivers.

SERVICE STATISTICS FY 23-24

580
served



1,844
educational
activity attendees

SENIOR SERVICES PROGRAMS

AGING RESOURCES/HELPLINE | FISCAL YEAR 23-24

When seniors or caregivers need answers and resources related to issues impacting their daily lives, connecting with Help Line at Senior Services can provide vital information. Help Line can help provide access to information on a variety of topics, some examples are listed below:

- **Transportation (for medical care, to shop for food)**
- **Help in the home with personal care**
- **Meals and nutrition programs**
- **Housekeeping and sitter services**
- **Resources for home modification and home repair services**
- **Information on housing options, including nursing home placement**
- **Recreation and volunteer opportunities**

..... SERVICE STATISTICS



11,096

contacts, referrals,
and assistance

TOP FIVE NEEDS OF HELPLINE CALLERS

1. Meals-on-Wheels
2. Personal Care
3. Household Chores
4. Transportation
5. Adult Day Care/Legal (*tied*)

Compared to data from the previous fiscal year, food insecurity continues to be the top need in Forsyth County. Access to food is among the first social determinants of health* being screened in the assessment process by hospitals and our community-based partners.

The rise in the cost of food and lack of access to transportation in certain areas of the county also contributes to the influx of need in this one category. Requests for assistance with personal care needs continues to increase.

AGE-FRIENDLY FORSYTH

Age-Friendly Forsyth is a community alliance, housed within Senior Services, that engages and informs aging adults and community partners around creating a livable community through strategic collaborative planning.

AN AGE-FRIENDLY COMMUNITY

The AARP Network of Age-Friendly States and Communities serves as a catalyst to educate local leaders (both elected officials and engaged residents) and encourages them to implement the types of changes that make communities more livable for people of all ages, especially older adults.



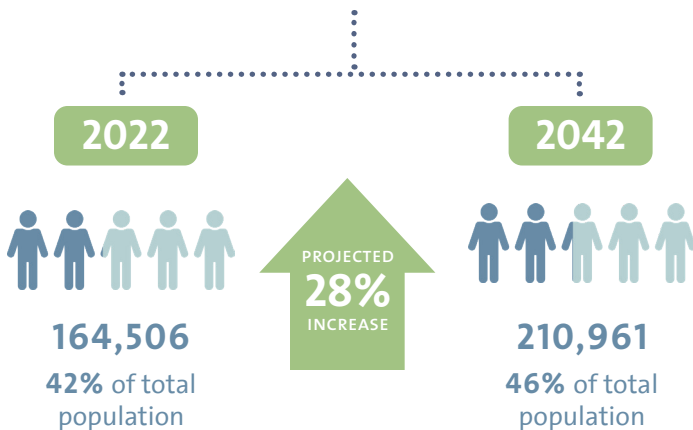
Early in the year, Age-Friendly Forsyth completed the recertification process to proudly continue leading the work which will maintain the designation of an “AARP Age-Friendly” community through 2029.

WHY IT MATTERS?

As our community ages, collaborative work to understand, lift up, support, and respond to the needs of older adults grows ever-more important. Age-Friendly Forsyth is the initiative designed to capture data, understand needs, and support advocacy in our community.

Forsyth County is ranked **fourth in the State** for the number of residents who are over 65 years of age.

Looking at projections spanning a 20-year period **from 2022–2042, people age 60+ represent the largest expected population growth for Forsyth County.** With people 65 and 85+ years old having the largest



percentage growth.

Age-Friendly Forsyth is tuning into national, state, and local plans surrounding older adults and has plans to share information and advocacy opportunities throughout the year.

To learn more visit agefriendlyforsyth.org.



The Intergenerational Center for Arts and Wellness (Generations Center) is founded on the belief that how we care for older adults defines our community, and that sound intergenerational relationships, created through meaningful moments of human connection help our community thrive. Research has shown that when the generations come together, everyone benefits.

DEDICATED SPACE PARTNERS



SHARED SPACE PARTNERS



BELONGING SURVEY RESULTS

Senior Services and Generations Center Partners offer a survey to all guests to help us know more about who they are, why they visited, and their sense of belonging while in the space.

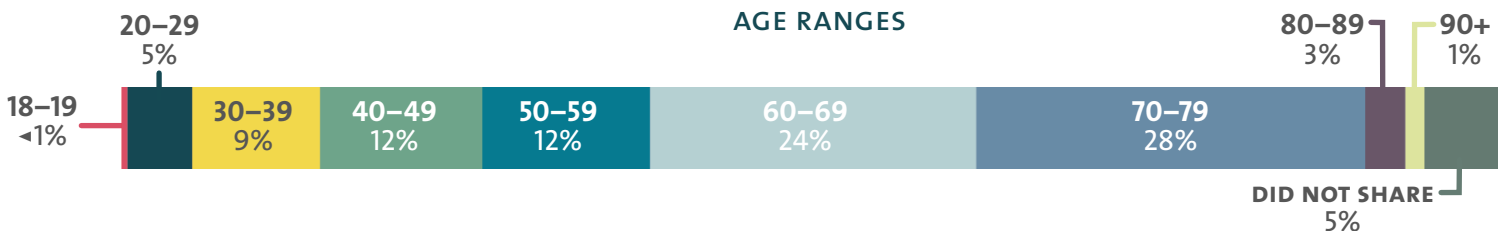
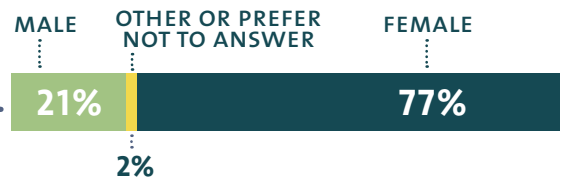


TOP REASONS FOR VISITING:

- Workshop or meeting
- Art class
- Class or lecture
- Dance class or performance
- See the building and get information
- Music class or performance



White	60%
Black or African American	31%
Prefer not to answer	3%
American Indian or Alaska Native	2%
Hispanic, Latino, or Spanish Origin	2%
Asian or Asian American	2%
None of the above	1%



VOLUNTEER IMPACT

FISCAL YEAR 23-24

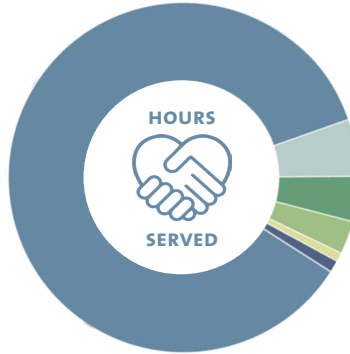
Volunteers are a pillar of support for Senior Services, and for the older adults participating in our programs.

1,154 TOTAL VOLUNTEERS

▶ **48,757** HOURS

▶ **\$1,542,671.48**
ESTIMATED VALUE OF
VOLUNTEER TIME

Based on independentsector.org 2023 estimated value of volunteer time in North Carolina of \$31.64 per hour.



- **40,661** MEALS-ON-WHEELS
- **5,267** WILLIAMS ADULT DAY CENTER
- **1,804** OFFICE AND ADMINISTRATION
- **682** CREATIVE CONNECTIONS
- **343** SENIOR LUNCH



913 volunteers delivered **234,810** meals and moments of connection through Meals-on-Wheels.

IT ALL ADDS UP!

- 1** route per month=about **120** meals per year
- 1** route per week=about **520** meals per year

97.5% of Meals-on-Wheels participants say their home-delivered meals help them stay at home.

“ Meals-on-Wheels gives us the freedom to not worry about what we will eat for lunch and also not worry about the financial hardship of trying to buy food. ”

Meals-on-Wheels participants

89 groups engaged in volunteer service:

- ▶ Led **195** activities at the Williams Adult Day Center
- ▶ Delivered **2,717** Meals-on-Wheels routes totaling around **27,170** meals
- ▶ Sorted **22,824** comfort and care items during the Christmas in July and Remember in December item drives.

“ I want to use my skills in some small way to assist. I feel it’s important to use your talents to help others in any way possible. ”

Office and Administration Volunteer





Senior Services programs are aimed at helping older adults remain at home aging with dignity and living with purpose. As our community ages at an unprecedented rate, the need for the programs and services provided by our agency continues to grow. We know it takes all of us, working together, to help older adults age in our community. Senior Services has a long history of anticipating, adapting, and responding to the growing and changing needs of older adults and their families; and we remain poised and ready to work collaboratively throughout our community to help ensure the topic of aging is elevated and the needs of older adults remain at the forefront.

Creative Connections

Elizabeth and Tab Williams Adult Day Center

Elder Care Choices

Help Line

Home Care

Living-at-Home

Meals-on-Wheels

Senior Lunch

2895 SHOREFAIR DRIVE | WINSTON-SALEM, NC 27105 | SENIORSERVICESINC.ORG

f SENIORSERVICESINC

@ SRSERVICESINC

in /COMPANY/SENIORSERVICESINC

▶ FORSYTHSENIORSRSVS

For more information about Senior Services and how you can support the movement to help older adults age with dignity and live with purpose visit seniorservicesinc.org.

NOTE: Poverty Level percentages are calculated based on the national level set by the US Census Bureau.

SOURCES:

1. Administration for Community Living and Administration on Aging. "2023 PROFILE OF OLDER AMERICANS." Report. 2023 PROFILE OF OLDER AMERICANS, May 2024. https://acl.gov/sites/default/files/Profile%20of%20OA/ACL_ProfileOlderAmericans2023_508.pdf.
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3. U.S. Census Bureau. "Explore Census Data," n.d. <https://data.census.gov/table/ACSST1Y2023.S0103?q=United%20States&t=Populations%20and%20People>.
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6. World Health Organization: WHO. "Social Determinants of Health," May 30, 2019. <https://who.int/health-topics/social-determinants-of-health>.
7. "All Ages, All Stages NC Plan | NCDHHS," September 26, 2024. <https://www.ncdhhs.gov/all-ages-all-stages-nc-plan>.