

SENIOR SERVICES

GROUP ENGAGEMENT GUIDE



A LOOK AT AGING IN NORTH CAROLINA AND FORSYTH COUNTY

North Carolina ranks 8th in the United States for number of people 65 and older. The state currently has 85 counties with more adults aged 60 and older than children under age 18. Forsyth county is one of them. The percentage of older adults in Forsyth County is projected to increase by about 50% from 2020 to 2040.

According to U.S. Census Bureau estimates, the number of residents in Forsyth County 65 and over rose by about 9,000 people between 2014 and 2019. This group now makes up about 16 percent of the county's overall population.

In Winston-Salem specifically, adults aged 65 and up represented 14.5% of the city's estimated population of 250,320 as of 2021. According to a survey conducted in 2009, 79.9% of people 65 and over in Forsyth County owned their homes. That same survey revealed that nearly 7,000 adults 65 and over lived in the rural areas of Forsyth County. These numbers have likely increased since 2009 but the projection over the next 20 years is that older adults will migrate to more metropolitan areas.

According to a research study conducted by Age Friendly Forsyth, many older adults aged 60 and older have lived in Forsyth County for more than 50 years and are satisfied with Forsyth County as a place to live.

Age Friendly Forsyth also found that the most commonly cited services people age 60+ lack awareness of include home modification/repair services, caregiver relief services, senior lunch programs, and grocery delivery services.



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.

Senior Services 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.

YOU CAN HELP!

TOO MANY LOCAL SENIORS ARE ALONE, HUNGRY AND STRUGGLING TO MEET BASIC NEEDS. YOUR SUPPORT CAN CHANGE THEIR LIVES!

Thank you for your interest in supporting older adults in Forsyth County. Senior Services relies on your generosity of time, financial gifts, and talent to help seniors remain in their homes for as long as possible—aging with dignity and living with purpose. We welcome the opportunity to engage with a wide range of groups—local businesses, civic groups, faith-based organizations, and family and friends to join us in our mission.

Accordingly, we have created the following guide to help your group find the best ways to join us in making life better for older adults in our community. These options can be combined or adjusted to suit your group. Let us know how you'd like to help; we'll create a customized engagement plan tailored to your interests and availability.

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YOUR CORPORATE, FAITH, OR CIVIC GROUP CAN HELP OLDER ADULTS REMAIN IN THEIR HOMES!

VOLUNTEER OPPORTUNITIES



MEALS-ON-WHEELS: We rely on volunteers to help deliver more than 1,000 hot and frozen nutritious meals to older adults who have difficulty leaving their homes and cannot safely prepare meals for themselves each weekday. Scheduling and frequency of this volunteer opportunity is flexible.

This is a great volunteer opportunity for groups because it allows them to be hands on and interact directly with the people they are helping. It also provides for team and relationship building while doing something great! Volunteers will provide their own transportation and typically deliver in pairs or with a few people in separate vehicles.

Frequency: Flexible

Time Shared: Monday–Friday | 9:30 AM–noon | 60–90 minutes per route



WILLIAMS ADULT DAY CENTER: The Williams Center provides a safe and nurturing place for people living with frailty and/or memory loss to spend the day. This allows their caregivers to continue to work, run errands, or just get a bit of rest from their caregiving duties. Williams Center participants love to have groups volunteer to help with programs, activities, and lunch time support.

Frequency: Flexible

Time Shared: Monday–Friday | 7:00 AM–5:00 PM | ~2 hours



ADMINISTRATION: Operating an agency with the size and scope of Senior Services involves a lot of moving parts. We are frequently looking for assistance with a variety of administrative and office tasks including bulk mailings, filing, shredding, counting and sorting comfort and care items, and packing care bags for families we serve. In addition, we are always grateful to have the assistance of a team's specific skills and/or professional expertise to further our mission. These opportunities often allow groups to meet and interact with staff and learn more about Senior Services and the impact of our services on the community.

Frequency: Flexible

Time Shared: Monday–Friday | 8:00 AM–4:00 PM | 1–3 hours



BEAUTIFICATION PROJECTS: We take pride in the appearance of our space and grounds. We love to have groups come in to lend a helping hand with various indoor and outdoor cleaning and beautification projects. Dusting, vacuuming, cleaning coolers, planting flowers, and/or washing the Senior Services vehicles can be surprisingly fun—when done in a group.

Frequency: Up to you!

Time Shared: Monday–Friday | 8:00 AM–4:00 PM | 1–2 hours based on availability



CONTACT

Tyler Smith, Volunteer and Community Relations Coordinator
336-721-6961 | tsmith@seniorservicesinc.org

ENGAGEMENT OPPORTUNITIES



SUPPORT OUR VOLUNTEERS:

We rely on more than 1,100 volunteers to keep our organization running smoothly. Your group can help us show appreciation for all our volunteers do by sponsoring small gifts, gas cards, or helping to financially sponsor our volunteer appreciation luncheon and/or other volunteer events.



SANTAS FOR SENIORS:

Most people get excited around the holidays because they can expect to give and receive a few presents from friends and loved ones. We've found that quite a few Senior Services program participants seldom find presents of any kind under their trees. That's why each holiday season we're looking for local groups to become "Santas" for Seniors. You just shop for, wrap, and drop off a few gifts from a participant's wish list. It's easy to do and makes the season even brighter!



CHRISTMAS IN JULY & REMEMBER IN DECEMBER ITEM DRIVES:

There are far too many seniors in our community who are making tough financial decisions between purchasing medication, paying bills, or buying household supplies. Having available funds to obtain the most basic health, hygiene, and household items can be a challenge. Each July and December, we ask our community to donate goods such as shampoo, laundry detergent, shelf stable food, etc. (list on next page)

Learn more by visiting bit.ly/SSItemDrives.



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WISH LIST

Many seniors struggle to acquire many of the basic necessities of daily life that a lot of us take for granted. For older adults living with health challenges, on fixed incomes, or who simply lack access, these wish list items are very much needed and especially appreciated!

HYGIENE & HEALTH

- Pull-on Disposable Undergarments (*size Large and above, please*)
- Men's Shields/Liners
- Blue Pads/Chux (*disposable*)
- Washable Bed Pads
- Adult Washcloths
- Moist Disposable Wipes
- Desitin/Barrier Cream
- Liquid Hand Soap
- Body Wash/Shower Gel
- Dry/No Rinse Shampoo
- Regular Shampoo
- Lotion
- Mouthwash
- Hand Sanitizer

HOUSEHOLD HELPS

- Laundry Detergent
- Paper Towels
- Dishwashing Liquid
- Dishwashing Towels/Cloths
- Pot Holders
- Cleaning Supplies (*disinfecting spray, kitchen/bathroom cleaner, Clorox wipes, sponges*)
- Kleenex
- Trash Bags (*small/tall*)
- Hand Sanitizer
- Disposable Face Masks
- Thermometers
- Latex Gloves

NUTRITION (*single serving size where possible*)

- Ensure, Boost or Glucerna (*plain, vanilla, or chocolate*)
- Small canned hams
- Canned meat (*chicken, tuna, salmon, Vienna sausage*)
- Crackers/cheese crackers
- Canned fruit
- Peanut butter/peanut butter crackers
- Cereal
- Cranberry juice (*plastic bottle*)
- Macaroni and cheese
- Grape jelly (*plastic bottle*)
- Canned beef stew
- Single-serving fruit cups/applesauce
- Soup (*vegetable/chicken noodle*)
- Canned vegetables (*peas, green beans, spinach, potatoes*)
- Canned ravioli (*Chef Boyardee*)
- Pudding cups (*regular and sugar free*)
- Dog and Cat Food (*canned or 8-10 lb. bags*)

OTHER

- GIFT CARDS in any amount (*Target, Walmart*)



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GIVING OPPORTUNITIES

Financial donations help us to maintain our ability to serve as many seniors in need of support as possible. No gift is too small, and every gift makes an impact. There are several ways that your business, group, or organization can contribute to the wellbeing of older adults in our community.



TEAM FUNDRAISERS:

Organize bake sales, car washes, or other fundraisers to collect funds and raise awareness about the Senior Services mission. Your imagination is the only limit to the possibilities.



CELEBRATE AND GIVE CAMPAIGNS:

Engage friends, family, and colleagues in an online peer-to-peer fundraising challenge. Knowing that the donations will help older people continue to age with dignity and live with purpose means there are only winners. We'll help you set everything up and provide you with instructions and ideas to get started.



SPONSOR AN EVENT:

Become an Event Sponsor. Gain exposure for your business while supporting an awesome event by sponsoring one or both of Senior Services' signature events! There are numerous sponsor levels—each coming with benefits for your company or organization.

(See sponsor opportunity sheets beginning on the next page)



CONTACT

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SPONSORSHIP OPPORTUNITIES

March 2, 2024 | 10:00 AM-2:00 PM

THE PERKS

	PRESENTING SPONSOR \$25,000 <i>1 available</i>	LEAD SPONSOR \$15,000 <i>2 available</i>	CORPORATE CHAMPION \$10,000 <i>4 available</i>	CORPORATE PARTNER \$5,000 <i>Unlimited</i>	CORPORATE SUPPORTER \$2,500 <i>Unlimited</i>	CORPORATE FRIEND \$1,000 <i>Unlimited</i>	CORPORATE ASSOCIATE \$500 <i>Unlimited</i>
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Use of the Intergenerational Center for Arts and Wellness (Generations Center) shared spaces for company retreat	 2 days	 1 day					
Exclusive and private tour of the Generations Center with President & CEO, Lee Covington. Includes your choice of catered breakfast or lunch	 12 team members	 6 team members					
Professionally designed 24"x36" mini-billboard of company logo/ad on Main Street Atrium	 12 months	 6 months	 3 months				
Premiere Listing of logo and/or company name in Winston-Salem Journal advertisements							
Option to submit a promotional video to share on the Senior Services website and social media platforms	 90 seconds	 45 seconds	 30 seconds				
Dedicated posts across Senior Services Facebook, Instagram, and Twitter accounts (16,597 users)	 3 posts	 2 posts	 1 post				
Scrolling company logo slide or company name listing will loop across all digital displays during the event	3 dedicated slides	2 dedicated slides	1 dedicated slide	Listed on Corporate Sponsor slide	Listed on Corporate Sponsor slide	Listed on Corporate Sponsor slide	Listed on Corporate Sponsor slide
One post-event "Thank You" advertisement in the Winston-Salem Journal	 with logo						
Listed on Senior Services website event landing page with a link to your company's website (48,504 users)	 with logo	 with logo	 with logo				
Listing in the Senior Services Annual Report	 with logo	 with logo	 with logo				



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SPONSORSHIP OPPORTUNITIES

THE PERKS	PRESENTING SPONSOR	DIAMOND SPONSOR	EMERALD SPONSOR	CORPORATE PARTNER	CORPORATE SUPPORTER	CORPORATE FRIEND	CORPORATE ASSOCIATE
	\$25,000 <i>1 available</i>	\$15,000 <i>2 available</i>	\$10,000 <i>4 available</i>	\$5,000 <i>Unlimited</i>	\$2,500 <i>Unlimited</i>	\$1,000 <i>Unlimited</i>	\$500 <i>Unlimited</i>
Use of the Intergenerational Center for Arts and Wellness (Generations Center) shared spaces for company retreat	2 days	1 day					
Exclusive and private tour of the Generations Center with President & CEO, Lee Covington. Includes your choice of catered breakfast or lunch	12 team members	6 team members					
Professionally designed 24"x36" mini-billboard of company logo/ad on Main Street Atrium	12 months	6 months	3 months				
Premiere Listing of logo and/or company name in Winston-Salem Journal Advertisements							
Option to submit a promotional video to share on the Senior Services website and social media platforms	90 seconds	45 seconds	30 seconds				
Dedicated posts across Senior Services Facebook, Instagram, and Twitter accounts (16,597 users)	3 sponsor posts	2 sponsor posts	1 sponsor posts				
Scrolling company logo slide or company name listing will loop across all digital displays throughout the Generations Center the night of event	3 dedicated slides	2 dedicated slides	1 dedicated slide	Listed on Corporate Sponsor slide	Listed on Corporate Sponsor slide	Listed on Corporate Sponsor slide	Listed on Corporate Sponsor slide
One post-event "Thank You" advertisement in the Winston-Salem Journal	with logo						
Listed on Senior Services website event landing page with a link to your company's website (48,504 users)	with logo	with logo	with logo				
Listing in the Senior Services Annual Report	Half-page	with logo	with logo				
Individual tickets to the Event	12	10	8	6	4	2	0



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VOLUNTEER IMPACT

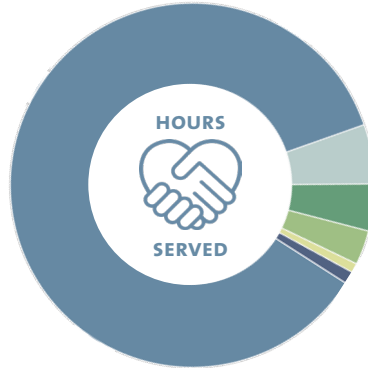
FY 22-23

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

1,174 TOTAL VOLUNTEERS

▶ **47,030** HOURS

▶ **\$1,404,315.80**
ESTIMATED VALUE OF
VOLUNTEER TIME



- **40,321** MEALS-ON-WHEELS
- **2,462** WILLIAMS ADULT DAY CENTER
- **1,921** CREATIVE CONNECTIONS
- **1,524** OFFICE & ADMINISTRATION
- **408** SENIOR LUNCH
- **394** MEMORY CONNECTIONS



970 volunteers delivered **229,339** 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

98.8% of Meals-on-Wheels participants say their home-delivered meals help them stay at home.

“ Love this program, I also love to see someone that has a smile on their face every day. ”

-Anonymous, Meals-on-Wheels participant

77 groups engaged in volunteer service:

- ▶ Led **72** activities at the Williams Adult Day Center
- ▶ Delivered **2,925** Meals-on-Wheels routes totaling around **29,250** meals
- ▶ Sorted **25,829** comfort and care items during the Christmas in July and Remember in December item drives.

“ I love seeing the new young [volunteer] faces and feeling the energy they bring. ”

-Donna, Williams Adult Day Center participant



WHAT'S NEXT?

All of these engagement opportunities and more are available for your group. We want you to get involved and a member of our team is available to help design an opportunity for you!

INTERESTED IN A GROUP VOLUNTEER ACTIVITY?

Tyler Smith

Volunteer and Community Relations Coordinator
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LEARN MORE ABOUT MAKING A DONATION OR SPONSORING AN EVENT

Mark Batten

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98.8% of



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

“Volunteers are cheerful, friendly, and add a caring part to my day. I don't have relatives and appreciate their smiling faces.”

-Anonymous,
Meals-on-Wheels participant



YOUR SUPPORT WILL CHANGE LIVES!

ABOUT SENIOR SERVICES

Senior Services is a private, nonprofit agency that has been operating in Winston-Salem since 1962, helping older adults in Forsyth County remain at home, aging with dignity, and living with purpose.

Senior Services currently operates eight major programs that respond to the needs of seniors:

Elizabeth and Tab Williams Adult Day Center

Meals-on-Wheels

Help Line

Home Care

Senior Lunch

Living-at-Home

Elder Care Choices

Creative Connections

**VISIT [SENIORSERVICESINC.ORG/GROUPS](https://seniorservicesinc.org/groups)
TO GET INVOLVED TODAY!**



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