



SERVICE ALLIANCE MEMBER HANDBOOK



WELCOME TO THE SENIOR SERVICES SERVICE ALLIANCE!

This group of early- to mid-career professionals and community leaders represents a variety of industries and occupations in the Forsyth County community and is dedicated to sharing their time, knowledge, technical skills, and expertise to promote the mission of Senior Services and to cultivate its next generation of supporters by:

- Fostering meaningful relationships
- Increasing engagement
- Acting as ambassadors



ABOUT SENIOR SERVICES

Since 1962, Senior Services has been helping older adults remain in their homes for as long as possible, aging with dignity and living with purpose through a variety of supportive programs and services.

The Meals-on-Wheels and Senior Lunch programs are designed to help meet the nutritional and social needs of participants. Our Home Care program assists older adults with personal care activities in their homes, while Living-at-Home, a Medicaid waiver program, helps bring nursing home levels of care to participants in their own homes through care management. The Aging Resources department provides referrals and valuable community resource information to older adults and their families through our Help Line. Our award-winning Elizabeth and Tab Williams Adult Day Center provides a safe and caring place, five days a week, for people living with frailty, Alzheimer's, and other forms of dementia. The Senior Services Creative Connections program aims to reduce social isolation, identify and provide resources to people living with memory loss, and provide opportunities for intergenerational engagement.

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

The Senior Services campus is home to our administrative building and the state-of-the-art Intergenerational Center for Arts and Wellness (Generations Center), which houses the Williams Center and 20 other local organizations dedicated to working together to create opportunities for intergenerational experiences and activities that benefit seniors, and everyone.

MEMBER EXPECTATIONS

- Commit to a minimum of one 3-year term and serve no more than two terms
- Invite one person to learn more
- Volunteer to deliver on the Service Alliance/Board Member Meals-on-Wheels route at least once per year.
- Volunteer for at least one Senior Services event/special campaign (volunteering with the Meals-on-Wheels route is not counted toward this).
- Make a gift to the Senior Services annual fund that is comfortable and appropriate for you. Members are invited to meet with a member of the agency's Development Team to create their individual plan for giving.
- Assist with the Service Alliance annual signature "Brewery Event" fundraiser/fundraiser as a kick-off to the Senior Services Christmas in July item drive.
- Attend 75% of regularly scheduled meetings. Members are expected to provide advanced notice if they cannot attend regularly scheduled meetings.



LEADERSHIP STRUCTURE

Service Alliance leadership consists of a Chair, Co-Chair, Immediate Past Chair, and Secretary

- Persons serving in leadership roles commit to a two-year term. They will hold those positions and remain active for three years (two years active, one as immediate past).
- The Service Alliance Chair will serve on the Senior Services Board of Directors.
- Service Alliance Co-chair/Vice-Chair will serve on the Senior Services Foundation Board of Directors. Note: members in this role may extend their Service Alliance tenure.
- The Service Alliance Secretary will be responsible for capturing key notes, meeting scheduling, and other core group communications, as needed.

MEETING SCHEDULE

Monthly meetings are scheduled to alternate between morning, afternoon (virtually), and evenings to help promote maximum attendance. Meetings will happen on the last Wednesday of the month* and the locations of these meetings will be provided via online calendar invitations (Govenda).

some events may affect this standard—will be noted in the calendar below

January	February	March	April
Hybrid 8:00 AM @Generations Center Full Meeting Planning 2024	February 28 5:30 PM The Remedy Evening Out	March 27 NOON Zoom Full Meeting Planning 2024	April 24 5:30 PM In-Person @Blum Headquarters Evening Out <i>Informational + Potential New Members</i>
May	June	July <i>New Fiscal Year</i>	August
May 29 8:00 AM Hybrid @Generations Center Full Meeting New Member Orientation	June 27* 5:00 PM @Incendiary Brewery Event + Welcome New Members! <i>Meetings as needed for planning</i>	No Meetings	August 28 8:00 AM Hybrid @Generations Center Leadership Meeting
September	October	November	December
September 25 NOON Zoom Full Meeting	October 30 5:30 PM In-Person @TBD Evening Out	November 20* 8:00 AM Hybrid @Generations Center Full Meeting	Date TBD 5:30 PM In-Person @TBD Holiday Social Event



WAYS TO ENGAGE

One of the main reasons people join our Service Alliance is because they want to help older adults continue to live their best lives. There are many ways that Service Alliance members can support Senior Services and the people we serve.

SPECIAL EVENTS

Annual Service Alliance Brewery Event to kick-off Christmas in July

This has become the Service Alliance's signature event. It's an opportunity for the group to raise funds, awareness, and friends (supporters) of our agency and mission.

- When: Thursday, June 27, 2024 from 5:00-7:00 PM
- Where: Incendiary Brewery (486 N. Patterson Avenue, Winston-Salem)
- Ways to get involved: Help plan and organize the event; invite friends, family, and colleagues to learn about Senior Services and engagement opportunities, bring items to donate to the Christmas in July item drive.

Art Show & Sale benefiting Meals-on-Wheels

The 14th Annual Art Show will feature artwork from some of the best-known and sought-after artists in our area. You will find one-of-a-kind art pieces from virtually every medium and aesthetic. Each beautiful piece sold will help provide hot, nutritious meals for seniors in our community.

- Where: Senior Services (2895 Shorefair Drive, Winston-Salem)
- When: March 2, 2024 from 10:00 AM – 2:00 PM
- Ways to get involved: Service Alliance members are invited to volunteer at the Art Show as greeters, cashiers, art removers, and/or wrappers or just attend as a shopper. We'd also like you to help spread the word about the event through your personal networks and social media channels in the weeks leading up to the event. We can provide a social media toolkit with photos and resources.

Evening for Alzheimer's Care

The 24th Annual Evening for Alzheimer's Care is a ticketed dinner and auction benefiting the award-winning Elizabeth and Tab Williams Adult Day Center. Each year proceeds from this help make it possible for individuals living with Alzheimer's disease or other forms of dementia to receive compassionate, nurturing care five days a week. The Day Center continues to provide the finest care and services available, as well as the critical support and respite so necessary to the well-being of their family care partners.

- Where: Intergenerational Center for Arts and Wellness (114 West 30th Street, Winston-Salem)
- When: October 25, 2024 at 7:00 PM.
- Ways to get involved: Service Alliance members are invited to serve on the planning committee, help secure donations of auction items, make connections with potential sponsors, and of course attend the event.

7 over Seventy

Annual luncheon that honors and highlights the community-changing contributions of seven individuals who are 70 years of age or older.

- Where: Intergenerational Center for Arts and Wellness (114 West 30th Street, Winston-Salem)
- When: August 2024 at 11:00 AM.
- Ways to get involved: Service Alliance members are invited to serve on the planning committee, volunteer at the event, make connections with potential sponsors, and of course attend the event.

WAYS TO ENGAGE

VOLUNTEER

Meals-on-Wheels Route

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. The designated Service Alliance route takes place on the first Thursday of each month. Members are expected to sign up to deliver at least once per year. The scheduling and frequency of this volunteer opportunity is flexible.

This is a great volunteer opportunity because it allows you to be hands-on and interact directly with the people Senior Services is 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: One or two Service Alliance members once per month
- Time Shared: First Thursday of the month | 9:30 AM–noon | about 60 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. Service Alliance members are welcomed to volunteer at the Williams Center helping with programs, activities, and lunch service 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

WAYS TO ENGAGE

VOLUNTEER *(continued)*

Support Other Volunteers



We rely on more than 1,000 volunteers to keep our organization running smoothly. Your group can help show appreciation for all 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 as they plan 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. Learn more by visiting bit.ly/SSItemDrives.

GIVING



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 well-being of older adults in our community.

- **Team fundraisers:** Organize bake sales, car washes, dinner parties, game nights, 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 a Signature Event:** Gain exposure for your business while supporting a worthy cause by sponsoring one or both of Senior Services' signature events—the annual Art Show and Sale and/or the annual Evening for Alzheimer's Care! There are numerous sponsorship levels—each coming with benefits for your company or organization.

THANK YOU!

We are grateful to have you as a member of our Service Alliance. Please feel free to contact us if you have any questions or concerns.

KEY CONTACTS:

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GOVENDA

Govenda is a board and committee portal that you will be given access to when you become a Service Alliance member. You will find the complete listing of current Service Alliance members, important files, and meeting minutes. Visit govenda.com.



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

**Creative Connections • Elder Care Choices • Elizabeth and Tab Williams Adult Day Center
Help Line • Home Care • Living-at-Home • Meals-on-Wheels • Senior Lunch**