

*For those  
who cared for you*



*Senior  
Services*

Comprehensive Capital &  
Endowment Campaign

## *Becoming Senior, Are We Ready?*

- *“What would you like your own life to be like when you reach the age of 75 or 80?”*
- *“What is life like today for your parents, as they grow older?”*
- *“A senior is someone who is older than I am.”*

# Supporting the Independence of Seniors for 33 Years

Our vision at Senior Services is to provide information, support, programs, and services to assist the seniors in the community of King County, so they may achieve independence and a higher quality of life. We believe the later part of life should be a time of celebration and personal growth. We are committed to providing significant, sustainable resources to benefit our growing senior population.

Today's seniors have worked throughout their lives to give us the future we are living right now. They are our past, our source of wisdom, and our foundation for learning. Senior Services has set the standard for supporting those who built our community. By supporting this comprehensive capital campaign, we have the opportunity to honor their contributions, and to care about those who have cared for us.

Seattle/King County is a place of strong community – a place where quality of life is highly valued. For 33 years Senior Services, a United Way partner agency, has been the leading community resource for seniors, working quietly behind the face of well-known programs such as *Meals On Wheels* and through community-based Centers, to provide services and support for over 70,000 seniors throughout King County. Through the years, the commitment to seniors has remained unwavering and is simply stated by the organization's mission statement:

*"To Support the Independence of Seniors"*

Our population is aging:

- Washington State has one of the highest growth rates in the country of seniors aged 60 and over.
- Projections indicate the number of people 60 and over living in King County will increase by 32% to more than 313,000 by 2010

These increases in elder population growth and longevity are already creating a greater demand for services. Seniors who may have once denied their need for support, are now reaching out.

In today's mobile society, families no longer live together as one intergenerational group, but are often spread apart over large geographic areas.

In this community, diversity is respected on all levels: cultural, ethnic, religious, and age. Older populations are now more diverse than ever before, and many of these populations are more difficult to reach.

Senior Services is prepared to address the challenge of an aging, isolated and diverse population. To expand service capacity, Senior Services must undergo a substantial overhaul in facilities, equipment and technology.

Grandmother may not live next door. She may live alone, in isolated circumstances with little or no family support available. She may be in poor health with a low, fixed income. But she too, has the same desire for a meaningful, independent life.

Where can she turn for help? Who will listen? Who will understand?



# Connecting Over 70,000 Seniors with Essential Services

Through its county-wide network of essential programs and Centers, Senior Services connects people with people, giving them hope and help in a compassionate and caring way. One day it might be about helping an older person access emergency resources for a life-saving prescription medication. Another day it may be about guiding a frustrated Medicare recipient through the confusing mass of medical reimbursement forms. It could be about teaching someone how to use a computer for the first time, or access the Internet to help a family locate a care facility for an older loved one.

Senior Services delivers support through eleven programs:

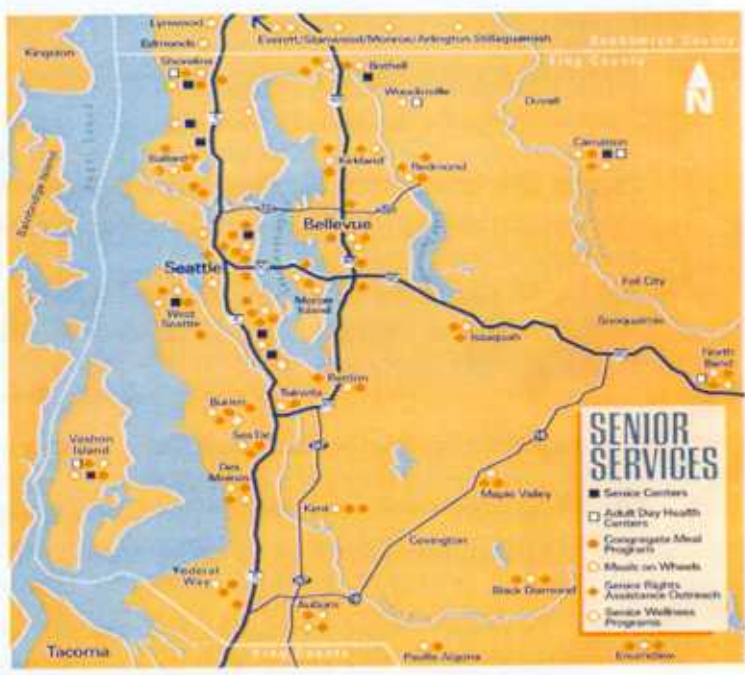
- African American/Ethnic Elder Outreach
- Congregate Meals
- Ethnic Dietitian Services
- Homesharing
- Meals On Wheels
- Minor Home Repair
- Mobile Market
- Senior Information & Assistance
- Senior Rights Assistance & Elder Law Clinic
- Senior Wellness Project
- Volunteer Transportation

Nine Senior Centers:

- Central Area
- Greenwood
- Northshore
- Northwest Seattle
- Shoreline-Lake Forest Park
- Sno-Valley
- Southeast Seattle
- Vashon-Maury
- West Seattle

Six Adult Day Health Centers:

- Northshore
- Shoreline-Lake Forest Park
- Sno-Valley
- Southeast Seattle
- Vashon-Maury
- Woodinville



**Core Values**

- **Integrity:** Act with fairness, honesty and principle
- **Leadership:** Set the standard
- **Quality:** Pursue excellence
- **Respect:** Value dignity for all
- **Service:** Provide care and support

**Key Strategic Areas**

- Build financial strength
- Offer quality programs responsive to community needs
- Create a mission-driven organizational design
- Excel in public policy advocacy
- Promote agency awareness

# The Solution: A Comprehensive

Last year Senior Services supported the independence of over 70,000 people. Over the next five years, an additional 90,000-100,000 will need help. The opportunity to build community begins with a permanent home, and continues with a comprehensive capital and endowment campaign to include major technology and communications upgrades, facility enhancements at the Centers, and new equipment to allow for program service expansion. By building a strong foundation for services and endowment for sustainability, support will be able to grow and evolve as the large tide of Boomers enter retirement.

## *Permanent Home Downtown Seattle*

### • **Program & Information Center for Senior Services**

Senior Services will be able to move out from under the shadow of a leased 8<sup>th</sup> floor office into a street level home with access and visibility in a downtown Seattle neighborhood. Seniors and family members will be able to stop in for a visit, and see first-hand the many programs and services that are available to them. Finding a new home for Senior Services is a necessity rather than a luxury:

- Senior Services' current rent/lease expires in December 2002. Lease rates in the current location increased 37% from 1998-2000, effectively pricing Senior Services out of the rental market.
- By taking ownership, Senior Services will be able to take control of a major operating expense, converting escalating lease rates into equity. Ownership will allow Senior Services to redirect over \$200,000 per year directly to program enhancement and support.



Drawing of Senior Services' new home in Belltown area of downtown

### • **Housing for Low-Income Seniors**

Senior Services' new home will also include 25 apartments for low-income seniors where health and human services, and access to public transportation are readily available—filling a critical housing need in the downtown area. A combination of one-bedroom and studio apartments will be located on five floors. Residents will even be able to enjoy their own pea patch container garden on the building's rooftop.

**The low-income housing portion of Senior Services will be financed through public support in the form of tax credits and community block grants.**

The combination of mixed-use housing for independent seniors and program center space for Senior Services affords the agency a unique opportunity to maximize public financial support, while increasing services to the community in the form of expanded programs. Some possibilities include increased exercise/fitness space for the Senior Wellness Project, increased public meeting & training space for Senior Rights Assistance and the Elder Law Clinic, and additional space for educational programs and seminars.

# Alliance of Services for Seniors

## Senior Center Enhancements

Senior Services' Senior Centers are the physical extensions of the agency's outreach into King County. Nine Centers and six Adult Day Health Centers provide seniors access to classes, activities, health services, nutritious meals and invaluable social interaction with their peers. Adult Day Health Centers provide activities for more frail seniors with the support of an on-site nurse, and much needed "respite" for caregivers and families.



The West Seattle Senior Center will undergo a complete renovation and facelift.

Facility upgrades will enhance capacity to offer more activities and support to their members and guests:

- A major capital renovation of West Seattle Senior Center will provide handicap access to the first floor, replace outdated and dangerous wiring, add an energy efficient heating and air-conditioning system and new health examination space to enhance the Senior Wellness program.
- The stairs leading to the basement at the Central Area Senior Center are steep and dangerous for older members. Many people are unable to navigate them without help, and most refuse to even try, for fear of falling. An elevator will make the basement computer lab accessible to members and provide an opportunity for the Center to use the space for meetings, seminars, and other programs.
- A new van at Greenwood Senior Center will transport over 1500 seniors to medical appointments and planned Center outings each year. New vans purchased for Vashon-Maury, Northwest Senior Center and Northshore will enhance activity and educational programs, and will provide transportation to health services at Northshore Senior Center.
- New furnishings in the dining and kitchen areas at Shoreline-Lake Forest Park will better support the Center's popular weekday lunch program.



## Endowment Fund

Just as individuals plan for retirement, Senior Services is committed to building an Endowment Fund to provide a nest egg of financial support to cover ongoing expenses for strengthened operational support of programs, Senior Centers, and Adult Day Health Centers.



## The Solution:

# Programs to Meet the Needs of Today's Seniors

### Meals on Wheels & Minor Home Repair

Programs will receive capital support for much needed new equipment for direct program delivery.

- Last year Minor Home Repair completed over 3500 repairs and renovations in low-income households throughout King County. Two new vans will help to meet the growing demand for service in existing areas and allow expansion into the south King County areas of SeaTac and Tukwila where demand is high and the need particularly great.
- Meals On Wheels delivers 398,000 meals to homebound recipients annually, many of whom would not otherwise have access to a hot, nutritious meal. The program's delivery fleet is aging and freezer capacity in outlying areas is grossly inadequate. Four cargo vans will replace vehicles that are barely road worthy. Six freezers will be placed in outlying King County satellite locations to meet increased storage demands where capacity is considered most critical.

*Marge* will no longer have to entice her delivery-man with cookies just to get a leaky pipe fixed. A quick call to Minor Home Repair and the job will be taken care of. *Marge* can stop worrying and feel more secure in her own home, knowing her plumbing is now working properly.

So when someone like *Carl* calls, a distraught Alzheimer's elder who finds his wife unresponsive, but can only recognize the Senior Information & Assistance number amongst fifty post-it notes scattered around the room, a trained advocate will be able to respond to him compassionately and quickly. One call will get him the help he needs when he can least afford to wait.

### Information & Communications Systems

An extensive information and communications infrastructure will be built into program and Center support areas to guarantee fast, reliable, and efficient delivery of service to Senior Services' clients:

- In 2000, nearly 39,000 people received personal, one-on-one support through Senior Information & Assistance, connecting callers to essential services throughout the community.
- Over 2900 seniors received nutritious frozen entrees by calling Senior Services to order Meals On Wheels.
- Senior Rights Assistance received an average of 600 calls each month requesting information on a variety of legal, health, and consumer issues.
- Almost 2000 seniors received rides to and from essential medical and other appointments by calling Volunteer Transportation.

The numbers are impressive. Yet the number of seniors needing these types of services is increasing, even at this very moment. Agency estimates indicate that within the next five years, Senior Services will need to provide services to 90,000 annually. A system-wide upgrade of computer and communications equipment will help the agency meet this need by enhancing systems to allow staff to spend less time with paper and more time with people. Senior Services' trained, and highly skilled client advocates will be able to provide direct support to more people at a faster rate, and tap into community resources with much greater efficiency.



At Senior Services changing lives begin with people like *Maria*. *Maria* recently celebrated her 86th birthday. She is proud of her independence and remains healthy and active. But her eyesight is failing, her health is impacted by diabetes, and she can no longer drive. She feels isolated and the opportunity for social interaction is very limited—making it difficult for her to engage in her favorite pastime, dancing. *Maria could be anyone's Aunt, or a friend.*

*Maria* learned that one phone call to Senior Information & Assistance could help. It could be a question about finding transportation, locating a compatible center for social activities, or providing housing assistance. *Maria* could also get nutritional information to help her manage her mild diabetes, and enroll in the individualized Health Enhancement Program through Senior Services' nationally recognized Senior Wellness Project.



## *Investment: For Those Who Cared for You*

When the community invests in seniors like *Maria* and *Carl*, whose stories have been shared, the community invests in itself, and we will all benefit most from the immense resources that will exist in the form of healthy, independent, and well-supported older men and women.

Today's Baby Boomers are tomorrow's seniors and Senior Services is planning now to be ready for them when they arrive. By supporting this \$11.8 million comprehensive capital and endowment campaign, we have the opportunity to support ourselves.

By supporting this comprehensive capital campaign, we can ensure that our community safety net is firmly in place for all in King County and especially, "*for those who cared for you.*"



# Senior Services Plan for the Future: Capital & Endowment Campaign Budget

Permanent Home Downtown	
Program & Information Center for Senior Services (51.7%)	\$6,141,476
Housing for Low-Income Seniors (29.4%)	\$3,492,976
<hr/>	
Senior Center Enhancements (11.7%)	\$1,390,181
Meals on Wheels & Minor Home Repair (1.5%)	\$174,022
Information & Communication Systems (1.5%)	\$183,000
Endowment Fund (4.2%)	\$500,000
<b>TOTAL</b>	<b>\$11,881,655</b>

## Senior Services Mission & Vision



**Our Mission:** to support the independence of seniors



**Our Vision** at Senior Services is to provide a network of support, information, programs and services to help the seniors in our community live independently and experience a higher quality of life. We accomplish this by connecting people with people, giving them hope and help in a compassionate and caring way that preserves individual dignity and self-esteem.

We extend our appreciation to the following people for their assistance:

Logo Design: Terri Nakamura  
Writing & Editing: Dick Foley, Robin Buxton  
Photography: Roy Scully, Geoff Manase, Robin Buxton  
Design & Production: The Collins Group

A publication of: Senior Services of Seattle-King County

For more information contact Gwen Robbins, Vice President of Resource Development, at Senior Services, 1601 Second Avenue, Suite 800, Seattle, WA 98101-1579. Phone (206) 727-6294 Fax (206) 448-5766 TDD (206) 448-5025 Email: [gwenr@seniorservices.org](mailto:gwenr@seniorservices.org)