

SERVIN' IT UP

A SERVING OF
QUARTERLY NEWS
FROM SENIORSERV



Message from the CEO

Holly Hagler

Your Generosity Impacts Lives

The goodwill and generosity given to SeniorServ by our supporters is truly life changing. This newsletter is filled with examples of the many ways your generous acts are impacting the lives of SeniorServ's program participants.

Financial support is one very important way individuals, companies, partners and charitable foundations help SeniorServ nourish thousands of Orange County older adults and help keep them living in the communities they love. SeniorServ is tremendously grateful for the donations, grants and sponsorships that help us keep pace with the growing needs of our aging population. You'll be inspired when you read about the outpouring of generosity at our Senior Care Hero Awards gala and amazed to learn about the grant SeniorServ received from Bank of America and other generous grant makers' support.

Volunteerism is the heart of our organization. Over 600 volunteers generously share their time, talents and treasure to support SeniorServ's programs and services. You'll love reading about how Rosemary's musical talents trigger memories for our Adult Day Care participants, and how our drivers bring cheer to Corrine, one of our Meals On Wheels recipients.

The programs you support provide opportunities for seniors to socialize and

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Left to right: Rod Gomez, Fairhaven; Holly Hagler, SeniorServ; Robert Dowson, Fairhaven and SCHA Lifetime Achievement Honoree; Di Patterson, 2018 SCHA Chair; Michael Alarcon, Fairhaven

Senior Care Hero Awards Welcomes "Family" of Supporters

On October 20th, finalists gathered in front of our first sold-out crowd at the Grove of Anaheim for SeniorServ's 8th annual Senior Care Hero Awards (SCHA). Capturing this year's theme "We're Family Now," the black tie event welcomed supporters and finalists as "family members" joining together to celebrate the unsung heroes of senior care while raising funds for SeniorServ's Meals on Wheels and other programs supporting at-risk seniors. Because of the overwhelming generosity of all present, \$315,000 was raised!

Following the champagne reception and Silent Auction viewing, SeniorServ's "family" of guests enjoyed the much anticipated awards ceremony, heartwarming client stories, dinner, Fund-A-Need auction, and live entertainment by The Dave Stephens Band.

SeniorServ enthusiastically expressed our gratitude to all SCHA sponsors, with special thanks to **Diamond Sponsor** and newest "family member" **Fairhaven Memorial Services**. Located in Mission Viejo and Santa Ana, **Fairhaven** emphasizes "a Life Well-Celebrated," and offers education, funeral, cremation and mortuary services with the sensitivity and compassion every family values and deserves.

We'd also like to thank three-time supporter and **Platinum Sponsor Alignment Healthcare**.

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Meals on Wheels is a Life Changer

Corrine had been teaching 18 years at a private school, when she suddenly began tripping, falling and dropping things uncontrollably. Soon after medical tests revealed that Corrine had MS, she was informed that her clumsiness during the school day was “scaring the children.” Heartbroken, Corrine felt she needed to quit her job.

Shopping and preparing food became increasingly difficult, so Corrine resorted to frequently purchasing



meals from McDonald’s and Subway, and making due with “bits and pieces here and there.” When her doctor informed Corrine and the DMV that she was no longer capable of driving, she didn’t know what was next. “It’s scary being disabled and single and not knowing what’s going to happen to you,” she said.

Lonely, isolated and now nearly immobile, Corrine desperately needed help. Thankfully, Corrine’s social worker connected her with SeniorServ’s Meals on Wheels. That connection was life changing for Corrine. She explained, “Going from French fries and burgers for a week straight (or cookies and crackers) to getting real food was a godsend. Really, it was!” SeniorServ’s volunteers also help by easing Corrine’s loneliness. She said, “The drivers showing up make so much difference in my world and so does the friendly visitor coming. You have no idea... Just walking in the door means the world to me. They want to help. They ask, ‘Is there anything we can do? Are you okay?’ That is such an incredible service. If it wasn’t for SeniorServ, I feel that I just couldn’t make it anymore. SeniorServ is really like a family to me because they rally around me when I need them, and I never had that before.”

Volunteer’s Talents Stir Memories



Rosemary has been generously sharing her musical talents with SeniorServ’s Adult Day Care (ADC) Center twice monthly for over seven years. With each volunteer performance, Rosemary strikes a chord with participants of SeniorServ’s ADC in Buena Park. The use of music to awaken memories, reduce anxiety, relieve depression and ease agitated behavior in dementia patients has been supported by numerous studies, and as Rosemary strums her guitar and sings old time favorites, “lost” memories flicker in the eyes of the older adults engaged in her program. Many in the group are inspired to participate as song books and percussion instruments are distributed

by Rosemary’s side-kick, Joanne. “They love it when I come,” said Rosemary. “When I see their toes tapping and smiles spreading across the room, I know I’m making a difference.”

Located in the Buena Park Senior Center, SeniorServ’s ADC utilizes a social model providing supervision, nutrition, and activities for seniors with mild cognitive impairment. The generosity of volunteers like Rosemary who share their time and talents enriches our programs tremendously. If you have a heart to help, contact thall@seniorserv.org.



**Above: ADC Participants Ray and Joe enjoy the music
Right: Rosemary brings joy to the ADC**

LEADERSHIP PROFILE: Corey Saenz



With 25 years of experience developing and promoting national brand awareness strategies for consumer products at Con Agra Foods, Glaceau, Coca-Cola and most currently The Marketing Arm/ Alcone, Corey Saenz brings a tremendous skill set to SeniorServ's board of directors. He's enthusiastic about utilizing his professional experience to benefit SeniorServ. He said, "I'm excited to bring my many years of marketing experience to help increase donations to SeniorServ, as well as drive excitement and increase brand awareness of such a worthy cause!"

Corey first became acquainted with SeniorServ when his mother needed in-home assistance two years ago, and then again when he was looking for a meaningful volunteer experience for his team. "After meeting the SeniorServ team and seeing their commitment to seniors, I knew I wanted to join them, as their passion was contagious," Corey said. "I'm thrilled to join the board and honored to be so quickly welcomed to such an amazing group of change agents."

We're glad you joined SeniorServ's board of directors, Corey! We're excited to have you!

Lunch Program Lifts Spirits

Participants of SeniorServ's Senior Center Lunch Program know Frank as a happy-go-lucky guy who loves to dance and joke around. When he's alone, however, Frank doesn't feel like the jokester everyone at the lunch program knows and loves. Mornings are especially lonely for Frank, but he is grateful that when he's feeling low, his outlook can be transformed by focusing on the day's activities and SeniorServ's lunch at the local senior center.

Frank is comforted seeing a wide variety of familiar faces. "The people are always kind, patient and understanding, and I feel safe," he said. "I offer a lunch donation whenever I can, but it's great to know if I don't have money I can still have lunch." Frank generously expresses his gratitude after each meal by writing "thank you" daily on a comment slip. "We are really very lucky here," said Frank. "Some other countries depend entirely on family and don't have anything for older folks who live alone."

Frank first learned of SeniorServ's Senior Center Lunch Program two years ago in Anaheim. Since then, the sixty-nine-year-old has enjoyed SeniorServ's lunch every weekday, alternating between centers in Anaheim, Fullerton, Tustin, Orange and Garden Grove. He said, "Whenever I wake up with bad thoughts in the morning, I get up and decide which senior center I want to have lunch at. It makes me feel happy knowing I won't be alone anymore."



Frank's smile lights up SeniorServ's lunch program.

Message from the CEO (Continued from page 1)

to impart their own generous outpouring of peer-to-peer support and comradery. This is vital for people like Frank, who depend on SeniorServ's lunch program to ease feelings of loneliness and isolation.

Finally, don't miss reading about our Holiday Gift program and how you can bring joy to lonely seniors this holiday season.

Thanks to all of you for your generous hearts. Every dollar and every hour you contribute make a difference for struggling seniors. We are grateful to all of you!

Holly



Fran Newhouse, Outstanding Nurse and her presenters



Outstanding Caregiver, Karin Malone and her family of supporters



Ed Kacic, Irvine Health Foundation accepting Innovator award for Iris OC



Robert Dowson accepting Lifetime Achievement award from Rod Gomez, both of Fairhaven



Mayor Tom Tait, City of Anaheim accepting Humanitarian award

Senior Care Hero Awards

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Among the honorees recognized were **Lifetime Achievement Honoree Robert Dowson**, Managing Director of Orange County and Major San Diego Markets, Dignity Memorial (Fairhaven Memorial Services), **Humanitarian Honoree Tom Tait**, Mayor of Anaheim, and **Innovator Awardee Irvine Health Foundation**, for their creation of **Iris OC**.

Additionally, professional and non-professional nominees were nominated by community members online last summer and collectively represented nine different categories. Professional awards and their recipients were **Outstanding Caregiver Karin Malone; Outstanding Social Worker Cynthia Tostado; Outstanding Nurse Fran Newhouse; Outstanding Physician Chalat Rajaram; Outstanding Executive Director Randy**

Pesquiera and Outstanding Senior Care Professional Elaine Watrous.

The People's Choice Awards are decided by the public through online voting. Guest host and KTLA morning news personality Henry DiCarlo presented to finalists **Family Caregiver Hero Dick Atnip, Veteran Hero William Schultz and Volunteer Hero David Bunch.**

SCHA Event Chair was Di Patterson, Gerontologist, and Founder and CEO of Success in Aging Centers. Di has been a member of the SCHA family since the beginning and was one of the first award recipients eight years ago.

SeniorServ extends our heartfelt "thanks" to our family of finalists, nominees and supporters for your compassion and commitment to enhancing the lives of seniors in need. You are all heroes!

Grant Awarded from Bank of America



Allen Staff, Market President, Bank America Merrill Lynch; Holly, Hagler, CEO, SeniorServ; Shari Battle, SVP Market Manager for Orange County, Bank of America

SeniorServ is thrilled to be the recipient of a \$20,000 grant from Bank of America. The grant was awarded as part of Bank of America's philanthropic partnership with community service providers throughout Orange County. "We are beyond grateful for Bank of America's generous and continued support," said SeniorServ CEO Holly Hagler. "As an organization, we commit 92-cents of every dollar to directly fund our programs and services. This sizeable grant will have a significant impact on our ability to serve our growing population of at-risk seniors." **Thank you, Bank of America!**

Thank You to Our Other Generous Grantmakers:

A Little Help Foundation	\$10,000
Allergan Foundation	\$10,000
Archstone Foundation	\$90,000
Crean Foundation	\$10,000
Hoag Community Benefits	\$25,000
Joe Macpherson Foundation	\$20,000
Kenneth Lester Foundation	\$10,000
O.L. Halsell Foundation	\$15,000
SCAN Foundation	\$20,000
Sisters of St. Joseph	\$40,000
Thompson Family Foundation	\$50,000
Wells Fargo Foundation	\$10,000

FY 2017/2018

Fall Volunteer Opportunities

- **Adult Day Health Care Centers (ADHC):** Volunteer assistance is needed at both our Anaheim & Santa Ana ADHC centers to help with coordinating and leading fun activities (such as arts & crafts, music, exercise, etc.). We are looking for friendly and patient volunteers who enjoy working with older people and people with disabilities. Bilingual in Spanish is a plus, but not required.
- **Meals on Wheels:** Volunteer Drivers are needed at various locations in North and Central Orange County. Opportunities are available M-F, 9:30 AM-11:30 AM.
- **Friendly Visitor:** Volunteers are needed to provide companionship to lonely and isolated seniors living in North & Central Orange County. Scheduling of one-hour visits is flexible (evenings and weekends available).



For more information contact Tracy Hall, Director of Volunteer Services at thall@seniorserv.org, or call 714-229-3349.



1200 N. Knollwood Circle
Anaheim, CA 92801

General Information:
714-220-0224

Meals on Wheels & Senior Lunch:
714-823-3294

Adult Day Services:
Anaheim 714-220-2114
Santa Ana 714-558-1216

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Gift Cards Needed for Holiday Gift Program

SeniorServ's Volunteer Department is busy organizing SeniorServ's annual Holiday Gift Program, one of our favorite projects. We are grateful that volunteers have already pledged to provide all the holiday gift bags filled with small necessities for our 850 homebound seniors, **but we are still seeking gift card donations.** \$25 Walmart, Target, or VISA gift cards will bring joy to seniors who are not able to receive a gift bag or who may have a need another time during the year. To donate, contact Linda at lmolthen@seniorserv.org or 714 229-3377.



The Year is Almost Over Year-End Gifts

Have You Met Your Goals for This Year?



If you are like many people, you began this year with a number of resolutions. And like the rest of us, you found some of these resolutions difficult to keep. Why not consider a gift to our organization this year? If this was one of your goals, you still have time to achieve it.

To learn more about fulfilling your year-end goals through charitable giving, please call today!



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