



Center 50+

CITY OF SALEM

50

50 years of serving older adults.

1976 - 2026



A note from President John Hughes and Center 50+ Senior Center Advisory Commission (SCAC) Future Planning Team Chair Katherine Dobler

We are pleased to share the work of SCAC in 2025 and 2026.

The SCAC Future Planning Team's revisiting of the Strategic Operation Plan (SOP) and the Age Friendly Communities initiative are closely aligned, both supporting the overarching mission of enhancing the quality of life for seniors in the community.

Here's how these two plans complement each other:

Shared Mission

Both the SOP and the Age Friendly Communities initiative aim to create an inclusive, supportive environment where seniors can thrive. The focus on stability, collaboration, and innovative programming within the SOP directly supports the goals of the Age Friendly initiative, which seeks to ensure that all aspects of community life are conducive to the well-being of older adults.



John Hughes
President

Key Areas of Alignment

Stability and Vitality

SOP: Aims to ensure the Center remains a sustainable and vibrant resource.

Age Friendly Initiative: Promotes community resilience and accessibility, ensuring that seniors have the resources they need to live independently and actively.

Senior Leadership

SOP: Focuses on empowering senior leaders within the organization.

Age Friendly Initiative: Advocates for the inclusion of seniors in decision-making processes, ensuring their voices are heard and their needs are prioritized.

Collaboration

SOP: Encourages partnerships with local organizations to enhance service delivery.

Age Friendly Initiative: Requires collaboration among various stakeholders (government, nonprofits, businesses) to create a cohesive approach to supporting seniors.

Cutting-Edge Programming

SOP: Seeks to develop innovative programs that address the evolving needs of seniors.

Age Friendly Initiative: Encourages the implementation of best practices in the eight livability domains, ensuring that programs are relevant and effective in enhancing seniors' quality of life.

Conclusion

By aligning the Strategic Operation Plan with the Age Friendly Communities initiative, the SCAC Future Planning Team can create a comprehensive framework that addresses the multifaceted needs of seniors. This synergy not only strengthens the Center's mission but also ensures that all strategic goals are focused on fostering a community where seniors can live, thrive, and actively participate throughout their lifetime. The planned review and subsequent report to City Council in Fall 2026 will further solidify this alignment, demonstrating a commitment to creating a vibrant, age-friendly community.

New Dimensions of Wellness

Physical Wellness

Offerings: Fit 50+ gym, yoga, tai chi, Zumba, health screenings, nutrition programs, and Wellness on Wheels.

Outcome: Fewer health complications, recover more easily from illness, and maintain the ability to live safely and actively in their own homes.



Emotional Wellness

Offerings: Support groups, peer counseling, stress management workshops, storytelling, and social events.

Outcome: Greater life satisfaction, stronger self-identity, and healthier relationships.

Spiritual Wellness

Offerings: Yoga, meditation, nature walks, faith partnerships, cultural celebrations, and reflective workshops.

Outcome: Long-term grounding, comfort, and hope through all stages of aging.

Social Wellness

Offerings: Clubs, dances, game nights, group trips, the Friendship Brigade, and intergenerational projects.

Outcome: Greater life satisfaction, stronger self-identity, and healthier relationships.

Intellectual Wellness

Offerings: Arts and crafts classes, music, lifelong learning workshops, lectures, and tech help.

Outcome: Reduced risk of cognitive decline and a stronger sense of purpose and accomplishment.

Environmental Wellness

Offerings: Community gardens, walking groups, outdoor wellness activities, and sustainable facility practices.

Outcome: Promotes active living, community health, and stewardship that benefits future generations.

Professional & Vocational Wellness

Offerings: Volunteer opportunities, peer-led classes, mentoring, caregiving support, and leadership roles.

Outcome: Fosters community resilience and intergenerational knowledgesharing.

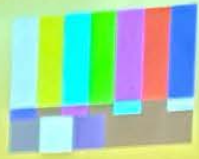
Stability & Vitality



Center 50+

CITY OF SALEM

Back In 1976.....TV Sign-Offs Were a Thing



Many TV stations signed off late at night and played the national anthem before going off air.

***Stronger Today
to Serve the
Future.***

Why Are We Different?

Center 50+ is recognized as a leading senior center due to several key factors that align with best practices for nationally accredited senior centers.

Here's an overview of what makes Center 50+ stand out:

1. Comprehensive Programming

- ▶ **Diverse Activities:** Center 50+ offers a wide range of programs that cater to various interests, including fitness classes, arts and crafts, educational workshops, and social events. This diversity helps meet the varying needs of seniors.
- ▶ **Health and Wellness Focus:** Programs often include health screenings, nutrition education, and fitness activities tailored for older adults, promoting overall well-being.

2. Accessibility and Inclusivity

- ▶ **Physical Accessibility:** The center is designed to be accessible to seniors with mobility challenges, ensuring that all community members can participate in activities.
- ▶ **Inclusive Environment:** Center 50+ fosters an inclusive atmosphere where seniors from different backgrounds feel welcome and valued.

3. Community Engagement

- ▶ **Partnerships:** Collaborating with local organizations, healthcare providers, and volunteers enhances the services offered and creates a sense of community.
- ▶ **Feedback Mechanisms:** Regularly seeking input from participants helps tailor programs to meet the evolving needs of seniors.

How are we different from Recreation Centers?

We Focus on Seniors

- ▶ Unlike general recreation centers, Center 50+ specifically tailors its programs and services to the needs of older adults, recognizing their unique challenges and interests.

We Offer a Holistic Approach

- ▶ The center takes a holistic approach to senior care, addressing not just recreational needs but also health, socialization, and lifelong learning.

Why are these factors important?

We Can Provide a Better Quality of Life

- ▶ By providing a supportive environment and diverse programming, Center 50+ enhances the quality of life for seniors, promoting physical, mental, and emotional well-being.

We Are A Trusted Community Resource

- ▶ As a trusted resource, the center plays a vital role in connecting seniors with services, information, and social opportunities, reducing resource and information fatigue. In summary, Center 50+ stands out as a premier senior center by adhering to best practices, focusing on accessibility, community engagement, and professional service delivery. This commitment to excellence not only enhances the lives of seniors but also distinguishes the center from traditional recreation facilities.

4. Professional Staff and Volunteers

- ▶ **Trained Personnel:** Staff members are often trained in gerontology and senior services, ensuring they understand the unique needs of older adults.
- ▶ **Volunteer Opportunities:** Engaging volunteers not only enriches programs but also fosters intergenerational connections.

5. Accreditation and Best Practices

- ▶ **National Accreditation:** Meeting the standards set by national accrediting bodies demonstrates a commitment to quality and excellence in service delivery.
- ▶ **Continuous Improvement:** Regular assessments and adherence to best practices ensure that the center remains responsive to the needs of seniors.

Conclusion

As we celebrate the achievements of 2025, we are filled with gratitude for our volunteers, caregivers, and community members. Together, we are creating a supportive environment that champions the beauty of aging and the power of connection. Here's to knowing your name, learning your story, and building a brighter future together!

Thank you for being a part of our journey. Let's continue to inspire, uplift, and embrace the joy of living fully at every age!

Friends of Center 50+

Friends of the Salem Senior Center—the dedicated nonprofit fundraising arm of Center 50+—achieved several major milestones this year in support of the Age-Friendly Salem initiative and the shared mission to help older adults age safely and independently in place. As an organization that exists solely to support Center 50+ programs, activities, and services, Friends and Center 50+ work in tandem with aligned values, priorities, and purpose to improve the lives of Salem’s older adults.

Cup of Joe Sustainer’s Breakfast

Raised \$60,000, strengthening essential programs and expanding community support.

Boot Scoot Fundraiser

Generated \$20,000, providing additional resources for senior services and engagement.

“Serve More Seniors” Grant Funding

Secured \$900,000 in grant funds to expand capacity and reach more older adults through enhanced services.

Together, these accomplishments significantly advance the Age-Friendly Salem initiative and reinforce the community’s commitment to ensuring that local seniors remain connected, supported, and thriving in their homes and neighborhoods.





collaboration!



***we are in this
together.***



Partnerships

Meals on Wheels

The Meals on Wheels program, operated by Marion Polk Food Share at Center 50+, delivered over 20,000 nutritious, dietitian-approved meals each month to more than 840 homebound clients, provided social connection and wellness checks through daily deliveries, distributed emergency food boxes twice yearly, and served 2,400 meals monthly to over 350 congregate diners. This work was made possible by 420 dedicated volunteers contributing 54,000 hours of service.

Alznet of Oregon

Our partnership with Alznet of Oregon brings monthly Memory Cafés to Center 50+, creating a welcoming space for social engagement and caregiver support. Alznet also serves the broader Salem community through dementia education, resource navigation, and advocacy efforts that help families access the tools and understanding they need.

Alzheimer's Association

Advancing Health Aging for Older Adults in Marion County

Through partnership with the Alzheimer's Association, Center 50+ continues to advance healthy aging and vital Alzheimer's support across Marion County. Together, we connected older adults and their caregivers in Salem with evidence-based education, resource referral, and support services. Our onsite Alzheimer's Association office serves as a hub for integration with Center 50+'s broader healthy aging and wellness programming. Valuable resources, like the Alzheimer's Association 24/7 Helpline (800.272.3900), support groups, and in-person and online education, ensure no family faces dementia alone. The Association also offers meaningful volunteer opportunities, connecting those with lived-experience or passion for the cause with community impact.

Northwest Senior and Disability Services

As the region's designated Area Agency on Aging and ADRC, NorthWest Senior & Disability Services provides a full range of supports to more than 18,000 seniors and people with disabilities annually across Clatsop, Marion, Polk, Tillamook, and Yamhill counties.



Senior Center Coalition

Established in 2025, the Marion & Polk Senior Center Coalition invites leaders from the nine senior centers in Marion and Polk Counties to network, share resources, and learn together each quarter. Sponsored by the Mountain West Center for Community Excellence, the Coalition was born of a long partnership with Center 50+ and an understanding that our state's aging population is quickly outpacing the resources available to support it. The Coalition aims to grow the capacity of each participating senior center by providing a space for leaders to share ideas, collaborate on projects, and disseminate information on funding and programming. A corresponding grants program awarded funds to three of the centers this April.

Willamette University

The partnership between Center 50+ and Willamette University has created a strong collaboration that benefits both the community and students. Over the years, student leaders have dedicated hundreds of hours to service, addressing issues like isolation and ageism during COVID-19 and our ongoing need for social connection, while promoting an Age-Friendly Salem through neighborhood initiatives. This partnership provides students with over 100 hours of meaningful volunteer experiences each year and strengthens our community, highlighting the benefits of working together across generations.

Key Contributions by Student Leaders:

- Focused outreach to residents in a nearby care facility
- Seasonal service projects and neighborhood initiatives to assist older adult homeowners
- Annual Ageism Awareness campaign
- Intergenerational communication projects, including co-authored storytelling

Through these efforts, we enhance community engagement, improve services for older adults, and demonstrate the positive impact of intergenerational collaboration. We are grateful for the support of our professional partners within Willamette University's Office of Civic Engagement, Communications, and Public Health Departments

Western Oregon University

In collaboration with Western Oregon University, Center 50+ supported a student-led study exploring how resistance training and cognitive-stimulation activities influence cognitive function in older adults. Thirty-five members participated in the 10-week program, helping advance research on effective strategies for maintaining brain health.



**Cutting
Edge**



Programming

WEST
TION

WELLN

Home
Salem
Hospitals

Health and Wellness



Why is C50+ programming different?

Focused programming and knowledgeable Certified Fitness Instructors experienced in working with aging bodies.

850 classes

Intentional fitness equipment design and layout in our Fitness Center to serve those beginning or continuing a fitness/physically therapy program.

658 members

Monthly Healthy Living Lectures with seniors in mind, discussing relevant health topics and life stages.

150 in attendance

Student engagement with WOU

6 students interns in attendance

In a recent Health & Wellness Center survey our members and class participants reported the following:

Areas of Benefit	Members
Improved my overall health	100%
Reduced my medications	20%
Made me feel better physically	100%
Helped me lose weight	50%
Improved my mobility	96%
Helped my balance	96%
Helped me socially connect to others	96%

Lifelong Learning

In pursuit of an enriching program for our Lifelong Learning students, we engage committed independent contractors and cultivate a strong peer-to-peer volunteer instructor base. With this model, volunteers lead weekly classes and keep our vibrant hobby rooms active, making our program truly community-powered. Their contributions not only sustain our programs but also foster deeper connection, confidence, and belonging among participants. As we look ahead, we are inspired to open new doors, lift up volunteer leadership, and expand a learning community where every student can continue to grow and thrive.

Year 2023

of Lifelong Learning patrons/students **739**
 # of Lifelong Learning classes held **611**

Year 2024

of Lifelong Learning patrons/students **834**
 # of Lifelong Learning classes held **771**

Year 2025

of Lifelong Learning patrons/students **851** (increase of 17 more students)
 # of Lifelong Learning classes held **831** (increase of 60 more classes)



Outreach

The Wellness on Wheels (WOW) Van, Center 50+'s award-winning mobile senior center, expanded this year to include the Mobile Meals Program/ Connection Kitchen, serving 12,960 seniors in Salem's twenty-two 55+ mobile home parks and senior living communities. This exciting addition transforms underutilized spaces into opportunities for neighbors to gather, share meals, and build connections while providing vital resources and engaging programs that help seniors feel safe, connected, and empowered as they navigate the aging process with dignity and purpose.



Respite and Caregiver Support Program Overview

As we reflect on the accomplishments of our Respite and Caregiver Support Program in 2025, we are filled with gratitude for the profound impact this program has had on our community. Our mission is to support caregivers and enhance the lives of their loved ones, fostering a nurturing environment where connection and understanding flourish.

Participant Engagement

This year, we welcomed 1,877 participants into our programs

Among Friends: 1,359 individuals found joy and companionship.

Time with Friends: 518 participants enjoyed meaningful interactions.

Individuals in the Among Friends Respite Program meet up to 3 times weekly. The participants have a diagnosis of Alzheimer's or other forms of Dementia. Time with Friends is offered 1 x a week and it is considered an early-stage program in which participants may or may not have an official diagnosis but, they are experiencing cognitive decline and memory concerns.





Senior



Leadership

Volunteer Spotlight

Meet Donna

Several times a week, our reception desk is brightened by a dedicated volunteer who gives her time to help others, stay connected, and keep her mind active. A former hairdresser, she brings the same customer-service warmth to Center 50+, greeting every patron with care and a smile. She takes pride in looking her best—often dressing up for holidays and special events—which she says the patrons love. For her, the people are fun, the laughter is genuine, and volunteering is a joyful way to stay engaged.



Meet Ray

Ray knew he could help veterans by sharing his woodworking expertise. Five years ago, he approached Center 50+ about leading a woodshop program—and got an immediate yes. “Veterans are referred to us from Veterans Affairs who are experiencing PTSD or brain injuries. Many have been struggling for years, unable to keep a job, and consequently have seen their marriages suffer. We are trying to get them to a point where they can finish a project and restore some sense of purpose.” After a successful career, raising a family, and nearly half his life in the military, Ray found a new purpose in retirement through Center 50+. For Ray, Center 50+ is more than a building. “It’s not a place, it’s a community. So many people would have nowhere to go if it weren’t for Center 50+.” When he’s not in the woodshop, Ray checks in with veterans who may not have shown up in a while. He and his wife, who celebrated 50 years of marriage this year, look forward to spending time with friends at the Center.

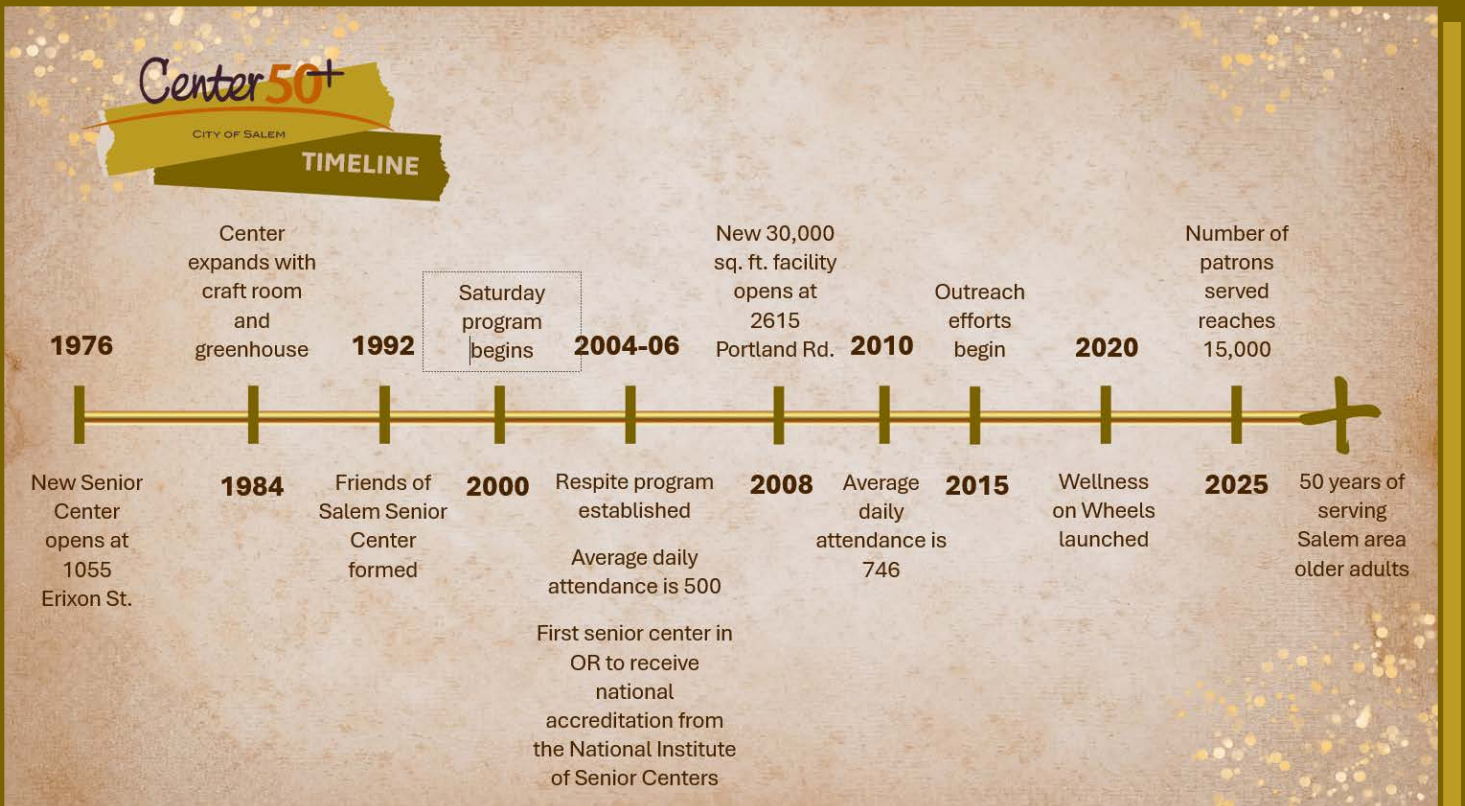




Center 50+

CITY OF SALEM

50 years of Serving those



50+

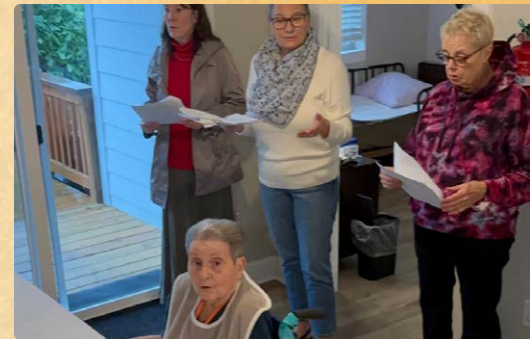


Welcome to our Center 50+ Mascot Wingston Bright

C50+ Priorities

as an Age Friendly Salem Catalyst

- 1.** Expanded transportation access, including the Friendly Driver Program and other low-barrier mobility supports for older adults.
- 2.** Provided targeted outreach and services to residents of mobile home parks, especially those unable to reach Center 50+ because of mobility, transportation, or health limitations.
- 3.** Strengthened access to social connection, nutrition, and food-security resources, reducing isolation and ensuring basic needs are met.
 - Advanced environmental and climate-resilience efforts, with a focus on safe heating and cooling options for older adults living in mobile homes or other vulnerable housing.
 - Ensured consistent representation of older adults' needs across multi-agency initiatives, applying an age-friendly lens to community planning, policy, and service design.
- 4.** Engaged people of all ages in the conversations surrounding aging, ageism, and creating a community where people can live and thrive for their lifetime.
- 5.** Staffed to engage Spanish speaking elders to connect and participate in Center 50+ resources and programming.





Mission

Values

Objectives

Mission

To provide life-enriching opportunities for adults aged 50-plus and their families through activities, services, and community involvement.

Values

Salem Center 50+ is a recognized leader in the community that nurtures a positive, active image to enhance awareness of senior programs, services, and resources accessible to the community.

Objectives

- Combat older adults isolation and loneliness-create a senior center without walls
- Promote an age-friendly community
- Create a volunteer hub for Salem
- Establish peer support programs through the Center 50+ villages network
- Provide practical information and evidence based community education to older adults
- Develop partnership with other community organizations
- Provide financial security for Center 50+ utilizing a comprehensive Resource Development Plan
- Generate intergenerational programs
- Provide pre- and post retirement planning
- Support "solo agers"
- Be strong stewards of the resources available to Center 50+

Create a community

***where
older adults***

***can live and
thrive***

for their lifetime.



Where's the Wow? Don't Miss Us This Summer!



Center 50+

CITY OF SALEM

Bringing Center 50+ to your home and neighborhoods.

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Salem Health
Hospitals & Clinics

Home Instead
SENIOR CARE
It's our life's purpose.

United Way

Friends
OF
MULTNOMAH COUNTY

P3 Oregon
Health Partner
People. Programs. Power.



Kick-Off Dates

Mon, June 15th

Nature Walk Under the Trees at Northgate Park (10:00 – 11:30 a.m.)

Tue, June 16th

Fitness in the Park at Bush Park (10:00 – 11:30 a.m.)

Fri, June 26th

Splash Pad Pop Up at West Salem Park (11:00 a.m. to 1:00 p.m.)

Our award-winning mobile senior center, the Wellness on Wheels (WOW) Van, will be visiting community events, neighborhood gatherings, and city parks throughout the summer.

Here's what we have planned in the parks for the summer:

Mondays

Explore & Create – Times will vary each week.

Engage in watercolor painting, simple art projects, guided nature walks, and occasional cultural outings designed to inspire curiosity and foster connections. Locations and time will vary each week.

Tuesdays

Fitness in the Park - 10:00 - 11:30 a.m.

Join our all-level fitness classes at a consistent monthly location. This makes it easy to establish a routine:

- **June:** Bush Park
- **July:** Riverfront Park
- **August:** River Park

Fridays

Splash Pad Pop-Ups (Free!) – 11:00 a.m. - 1:00 p.m.

We'll host free, family-friendly gatherings at local splash pad parks, 11:00 AM to 1:00 PM featuring intergenerational play, storytelling, and mini-fitness session.

Cost

- **Art and fitness sessions:** \$3 for drop-ins.
- **Splash Pad Pop-Ups:** Free and open to everyone.

Stay Connected:

For full schedules and updates, you can follow the WOW Van's journey on our website, visit Center 50+ follow us on Facebook. We can't wait to see you this summer!

<https://salemor.gov/wowvan>



Center 50+

CITY OF SALEM

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Find out how to help us and others
by donating: www.cityofsalem.net/Center50

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