



# Center 50+

CITY OF SALEM

## 2022 Annual Report





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[www.cityofsalem.net/Center50](http://www.cityofsalem.net/Center50)

## 2022 ADVISORY COMMISSION

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Annie Battee

David Haber

Scott Harper

John Hughes

Alise Liepnicks

Julie Luedtke

Margaret Manoogian

Linda Schellenberg

Alan Scott

# Center 50+ 2022 Annual Report

## Mission

To provide life enriching opportunities for adults age 50 and over and their families through activities, services, and involvement in the community.

## Vision

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

## Strategic Goals

- ▶ Stability and Vitality
- ▶ Collaboration
- ▶ Cutting Edge Programming
- ▶ Senior Leadership

## Objectives

- ▶ Combat older adult isolation and loneliness- create a "senior center without walls"
- ▶ Promote an age-friendly community
- ▶ Establish a volunteer ride share program
- ▶ Establish peer support programs through Center 50+ Villages network
- ▶ Provide practical information and evidence-based community education to older adults
- ▶ Develop partnerships 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



Accredited by   
National Institute of  
Senior Centers



*"I love what happens at Center 50+.  
It's where life's beat goes on."*

*- Ron Rubel, Center 50+  
Advisory Commission President*



# Our Volunteers

Our 400+ volunteer workforce supports nearly 200 different programs, activities, and services. Each and every area inside and outside Center 50+ relies on volunteers. They are the very backbone of all operations.

## Impact

### 400

Number of older adults who volunteered in the year 2022.

### \$1.9 mil.

Value of volunteer workforce supporting our 50+ community and their caregivers.

### 64,000 Hours

Total hours of volunteer time donated by Center 50+ volunteers this year.

### \$29.95

The value of volunteer time per hour according to Points of Light Foundation.

## Why Seniors Choose to Volunteer

- ▶ To form lasting bonds of friendship.
- ▶ To address community needs.
- ▶ To collaborate and create a stronger community.
- ▶ To contribute in a meaningful way.
- ▶ To share time, talents, and experience with others.
- ▶ To learn about others.

## Who are our Friends?

Friends of Center 50+ is a 501(c)(3) non-profit which serves as the fundraising arm of Center 50+. Friend's is the Center's number one partner group, giving 1,000's of hours of volunteer service and raising over \$250,000 annually to support Center 50+ programs, services, and special events. Friend's currently operates a travel program, Connection Café and gift shop, bingo, major gift foundation and investments, and several fun fundraising events each year such as Boot Scoot and Brew and Cup of Joe Breakfast.

# 2023

## What is Next

Continue to utilize a volunteer workforce by improving volunteer management including:

- ▶ Adequate staffing
- ▶ Redesign volunteer program to create an efficient application, interview, training, placement, recognition, and retention processes.

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# Building a Sense of Community

## 3800

### Homebound Seniors

- ▶ 125 Friendly Call recipients
- ▶ 290 Friendship Boxes and Holiday gifts delivered
- ▶ 5100 Handmade cards delivered

## 1000

### Seniors Living in Community Care Settings

- ▶ 225 visits to care settings
- ▶ 35 volunteers
- ▶ 450 volunteer hours

## 1,333

### Respite Participants

- ▶ 2666 caregivers
- ▶ 10 free educational classes
- ▶ 2,038 volunteer hours providing Respite

Center 50+'s outreach volunteers reached over 3,800 older adults living in our community this year thru our Friendly Caller and Friendly Visitor Programs as well as the Center 50+ Villages Network. No one should feel forgotten or alone. By connecting with other seniors living in their own neighborhoods and community, our volunteers are making a stand against loneliness and encouraging their neighbors to join them in living longer, healthier, happier lives together.

This year, we started a Monthly Service Day – visiting all parts of the Salem/Keizer area on a rotating basis. In just two months (May – June) we were able to assist 34 senior households with various household projects and “honey dos” including yard work.



## 7,350

### Wellness on Wheels recipients

- ▶ Wellness on Wheels, a program designed to deliver programs, activities and services to homes and neighborhoods, had 7,350 in attendance this year.

# 2023

## What is Next

Outreach and Villages Network is supporting seniors in their neighborhoods. This year they plan to:

- ▶ Coordinate Spring Clean-up and Service Days in 4 more neighborhoods.
- ▶ Coordinate Generations Camp utilizing a “pop-up” program model to offer programming in parks and neighborhoods bringing multiple generations together to build community.

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# 9,800 Non-duplicated Participants

Center 50+ is uniquely positioned to serve the needs of Salem's Older Adults. Program development, resource cultivation, and senior leadership is intentionally designed to meet the needs of Salem's growing older adult population now and in the future. Seniors are not an add-on to what is offered. They ARE the reason Center 50+ EXISTS! Seniors are at the Center of it all at Center 50+. Those that are served are also the staff that make it happen. It is a peer-driven, community connected, and volunteer led organization. It is a collaborative model in which older adults partner with the City of Salem, local non-profits, agency partners, and seniors to create a hub for older adults to connect, remain active, and continue to grow, learn, and change for their lifetime.

Over the course of the last few years, Center 50+ has transitioned from being building-centric to a community-wide delivery model. Utilizing the Wellness on Wheels Van and pop-up programming, the Center is truly achieving the goal of being a Center without walls-delivering services to homes and neighborhoods." Moving forward, statistics will track:

- ▶ Building attendance (2615 Portland Rd NE Salem)
- ▶ WOW van and outreach participation
- ▶ In-building, virtual, off-site total participation/registrations
- ▶ Information and assistance calls



## Gender:

- ▶ Male 40%
- ▶ Female 60%

## Age:

- ▶ Under 55: 8%
- ▶ 55-60: 12%
- ▶ 61-65: 14%
- ▶ 66-70: 18%
- ▶ 71-75: 13%
- ▶ 76-80: 12%
- ▶ 81-85: 10%
- ▶ 86-90: 8%
- ▶ 91+: 3%

## Most popular Day:

- ▶ Thursdays

## Most popular time:

- ▶ 10 a.m. - 1p.m.

## Most Popular Activity:

- ▶ Exercise
- ▶ Lifelong Learning Classes
- ▶ Bingo

# 2023

## What is next

Center 50+ plans to incrementally increase services to an expanded demographic in the areas of age, gender, and ethnicity by encouraging a variety of groups to utilize Center 50+ meeting space, and by co-sponsoring events and programming which encourages diversity and builds cultural awareness and community connections.

	2019	2020	2021	2022
Total Registrations	260,352	Free Virtual	23,900	65,436
Average daily building attendance	904	COVID	119 Partial/limited opening	287 No lunch or drop-in activities
WOW Van and Outreach attendance	100	5,500	3,878	7,350 Changed tracking tools
Information/Referral	6,384	9,184	7,475	6,500



# Health and Lifelong Learning

## Why People Choose Fit 50+

<i>Areas of Benefit</i>	<i>Yes</i>
Improved my overall health	92%
Helped me socially connect to others	76%
Helped my balance	76%
Improved my mobility	72%
Made me feel better	100%
Reduced my medication	2%
Helped me lose weight	16%

## 350

Fitness Center Members



## 642

Fitness Classes



## 382

Lifelong Learning Students



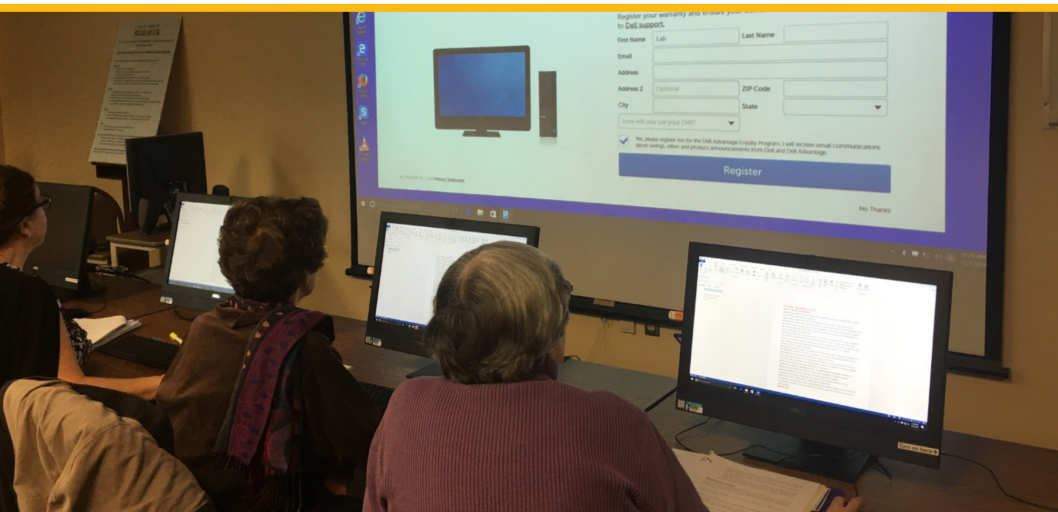
## 326

Lifelong Learning Classes



## 62

One-on-one Tech Tutoring and Computer Classes



# 2023

## What is next

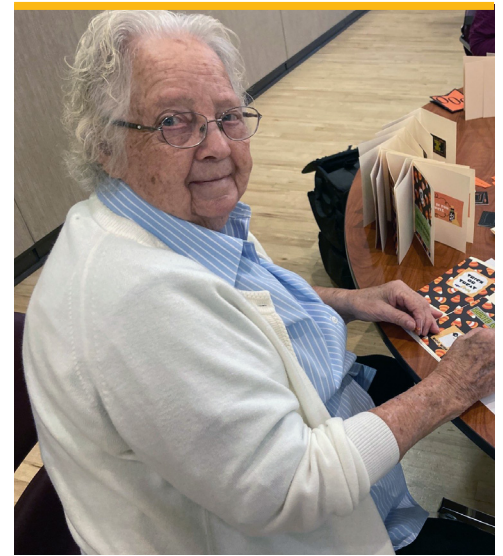
**GOAL:** Increase the length of time people attend the Center. Through client surveying methods, the goal is to better understand attendance habits and short-term patrons.

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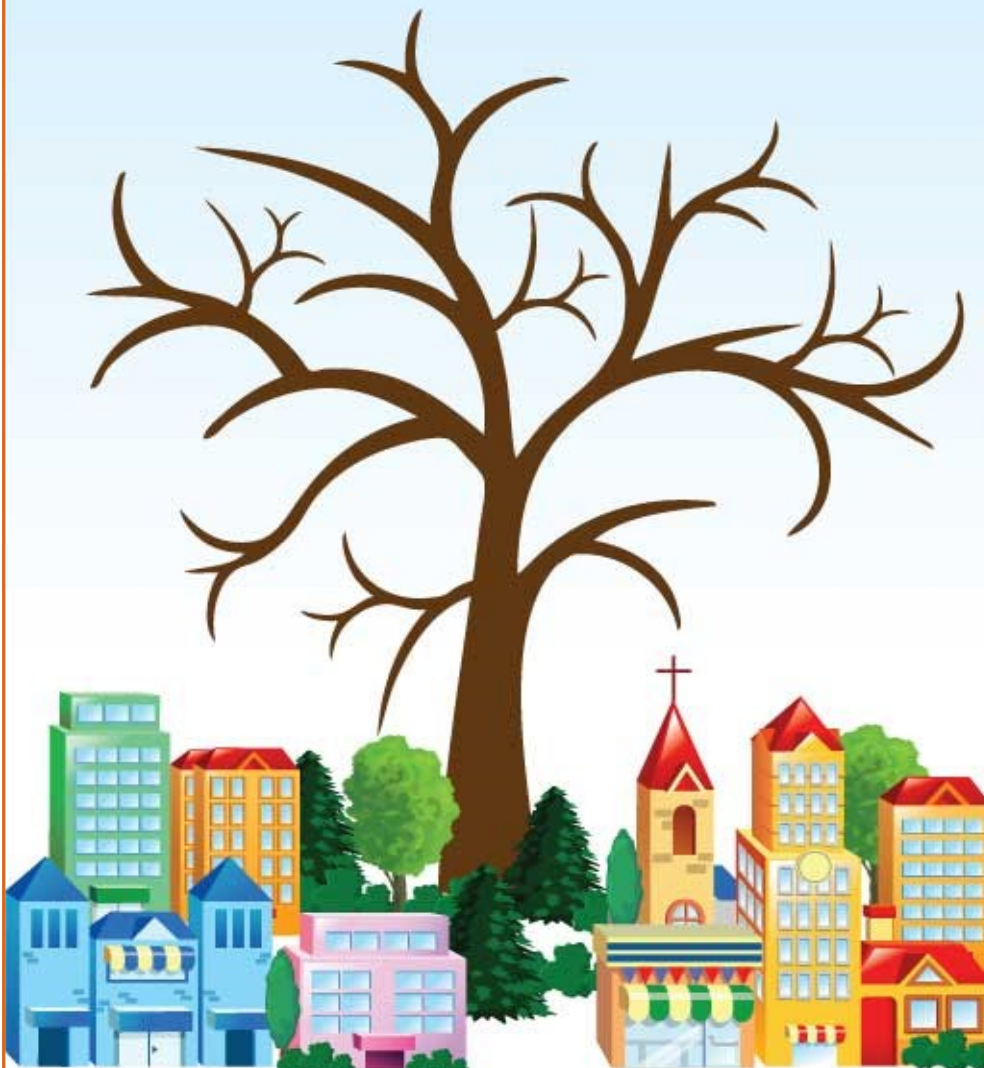


# Age-Friendly Salem

The Salem City Council made a commitment to make our city a great place for people of all ages. Center 50+ Advisory Commission accepted the World Health Organization's challenge to develop an action plan to establish Salem as an Age-Friendly Community. Created in June 2005, the World Health Organization's Age-Friendly Community program helps communities prepare for a rapidly aging population and give increased attention to the environmental, economic, and social factors that influence the health and well-being of older adults. By doing so, these communities will be better equipped to meet resident's needs, regardless of their age.



## What Does A City for All Ages Look Like To You?



# 2023

## *What is next*

Work to Improve mobility for seniors that do not have personal cars ie: Mobility Fair, Volunteer Driver Program.

Work to create Age Friendly Communication strategies and use of technology.

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## Salem Mayor Receives AARP Oregon Age-Friendly Award

*Chuck Bennett Promotes Livable Community Initiatives for Residents 50+*

PORTLAND, OR— City of Salem Mayor Chuck Bennett has been selected as AARP Oregon's inaugural Age-Friendly Champion awardee for his work in supporting policies and programs that promote quality of life for Salem-area residents 50 and older. AARP State Director Bandana Shrestha announced the award at Salem's City Council meeting on May 23.

By 2030, one of every five people in the U.S. will be 65 or older, and by 2035, the number of adults older than 65 will be greater than the number of children under 18. The AARP Network of Age-Friendly States and Communities engages and mobilizes communities in hands-on, locally determined and directed planning that encourages local leaders to make communities more livable for people of all ages, especially older adults.

People of all ages benefit from the adoption of policies and programs that make neighborhoods walkable, feature transportation options, enable access to key services, provide opportunities to participate in community activities, and support housing that's affordable and adaptable. "Since taking office in 2017, Mayor Bennett, in coordination with Salem's Center 50+, has integrated an age-friendly lens into community planning and engagement," said Shrestha.

Salem joined the AARP Age-Friendly network in 2017. AARP Age-Friendly communities have demonstrated successes in achieving public policy changes, private-sector investment, increasing collaborations within the community, and implementing educational and engagement programs that benefit older adults. "Salem has opened the door to being an age-friendly community in healthcare, transportation, housing, and alleviating isolation," said Mayor Bennett. "The positive role the City can play in people's lives is tremendous. I hope the momentum continues."

Marilyn Daily of Center 50+ said, "The Mayor's support has helped create an environment where Center 50+ can leverage partnerships and collaboration to enhance the lives of seniors in Salem. He truly understands the changing demographics of our community and the needs of older adults."

"The places where we live are more livable, and better able to support people of all ages, when local leaders—like Mayor Bennett—commit to improving the quality of life for people 8 to 80 years and beyond," said Shrestha. "The City of Salem's age-friendly initiative—championed by Mayor Bennett—is a model for other Oregon communities."

To learn more about AARP's Livable and Age-Friendly Communities, visit: [www.aarp.org/agefriendly](http://www.aarp.org/agefriendly)

Since 2017 an assessment team has been working on assessing a variety of areas including:

Outdoor spaces and buildings	Respect and social inclusion
Transportation	Civic participation and employment
Housing	Communication and information
Social participation	Community support and health services

Full assessment can be found at

[www.cityofsalem.net/community/seniors-and-center-50/outreach-and-home-help/age-friendly-initiative](http://www.cityofsalem.net/community/seniors-and-center-50/outreach-and-home-help/age-friendly-initiative)

The networking, and senior/agency discussions that occurred during the initial assessment prepared Center 50+ to respond to Covid-19 quickly. Including the Loneliness/Isolation Programs, Wellness on Wheels, and Villages Network.

This year the goals include focusing on the Livability domains: 1. Age Friendly Communication and Technology and 2. Improving Senior Mobility and Transportation options.

Full Draft Action Plan can be found at:

[www.cityofsalem.net/community/seniors-and-center-50/outreach-and-home-help/age-friendly-initiative](http://www.cityofsalem.net/community/seniors-and-center-50/outreach-and-home-help/age-friendly-initiative)