



of Lincoln & Lancaster County

seniorsfoundation.org

Epoch Voice

A Newsletter published by the Seniors Foundation of Lincoln & Lancaster County

WINTER 2010

Letter from the Executive Director

In 1981 advocates for older adults in Lincoln, Nebraska recognized the need for private dollars in support of services for older adults in the area. This group founded the organization now called the Seniors Foundation for just that purpose.

The Foundation's founding purpose was to provide financial support for senior centers. To this end, the Foundation was the driving force in the development of the Northeast Senior Center, the Lincoln Downtown Senior Center and the purchase of the Clayton House Hotel for conversion to a 58 unit low-income housing facility for the elderly.

In the most immediate past, the Seniors Foundation has directed its efforts to supporting three community focus projects: Health, Social Transportation and Education. In 2007, the Foundation piloted the Lincoln Seniors Transportation Program, a social transportation program using volunteer drivers to provide non-medical transportation to older adults in the City of Lincoln.

In the past year, the Seniors Foundation has once again become the driving force in addressing the continued local funding cuts for Aging Partners. This shrinkage directly affects the ability of older adults to receive

services in Aging Partners' eight-county service area.

The Seniors Foundation board has come together in several planning workshops to develop a three year plan of prioritized tasks with measurable goals. They have reviewed the board's level of engagement, developed new committees and have formalized a revenue development plan.

Starting in 2010, the community will begin to see the budding results of the Seniors Foundation's efforts. We have worked hard this past year to lay the foundations of leadership to support programming for older adults of the area. This has been a satisfying year for the Foundation and we are excited to showcase our work to the community.

*Diane Rolfsmeyer,
Executive Director,
Seniors Foundation*



Aging Population Growing

For the first time in recorded history, people age 65-plus will soon outnumber children under age five worldwide. A joint report from various federal agencies who studied aging trends revealed that increasing numbers of older adults are surviving to more advanced ages than ever before.

There is little doubt that the next generation will need aging services. Polls of those born between 1946 and 1964 show that this age group has a desire for more choice in all of their needs and interests. That population is also more technologically savvy than their parents. The consumer interests of this

age group will shape service delivery for all industries, including those provided by Aging Partners.

This information tells us that there will be a significant impact not only on tax dollars to handle the demands of an aging population, but funding from the private sector will be in more demand than ever.

POPULATION OF CITIZENS 65-PLUS

Area	Census Year 2000	Census Projection 2015	Census Projection 2030
Lincoln	23,500	31,400	53,600
Rural areas	17,200	19,900	29,100



Seniors Foundation's mission is to enrich the lives of those who are aging in Lincoln and Lancaster County by supporting the programs and services of Aging Partners.

Data management is the key to efficiency

Some may wonder what data has to do with seniors. After all, meals, fitness programs, personal advocacy and counseling, socialization and leisure activities for those over 60 rarely involve much in the way of technology.

As good stewards of the dollars given—whether public or private—Aging Partners must be accountable for the highest possible efficiency and productivity. The agency is currently working with data consultants to develop productivity measures that will effectively promote the agency's consumer-focused service delivery.

Managers will have access to new tools that will allow the agency to be day-current on much of its data collection. Access to on-demand production of reports on services, as well as demographic information on each service recipient will come at the

stroke of a keyboard command. All this data will enhance staff efficiency and effective placement of services. But best of all, individual service usage reports will allow for review of issues such as frailty and emerging needs of an individual—giving Aging Partners a proactive edge to assess consumer needs.

Seniors in the near future may use consumer ID cards, scanners and touch screen data collection devices. Those tools will not be anything new to a population who embraced debit cards, checked themselves onto airline flights and shared their experiences through a Facebook page.

While Aging Partners doesn't expect to be issuing Dick Tracy wristwatches to seniors, the world of advanced technology is sure to impact every person served.

Aging Partners must be accountable for the highest possible efficiency and productivity.

Foundation has history of successful projects

The Seniors Foundation was formed in 1981. Since then, the Foundation has to its credit an impressive legacy of successful projects made possible by the generosity of donors and other funding sources. Included are the Northeast Senior Center, the Lincoln Downtown Senior Center and the purchase of the old Clayton House Hotel that was converted to low-income housing for the elderly in downtown Lincoln.

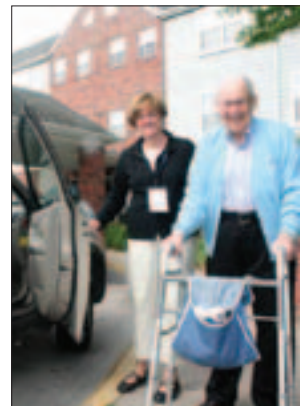
Over the years, the Foundation's purpose has broadened to encompass all forms of quality of life enhancements for seniors in our community. Since the last building campaign in 1994, the Foundation has raised funds to purchase seven transportation vans, community-use computers and exercise equipment—among other projects.

**“Foundation—
A nongovernmental,
non-profit organization,
with assets
provided by donors
and managed by its
own officials and
with income expended
for socially useful
purposes.”**

The Encyclopedia
Britannica

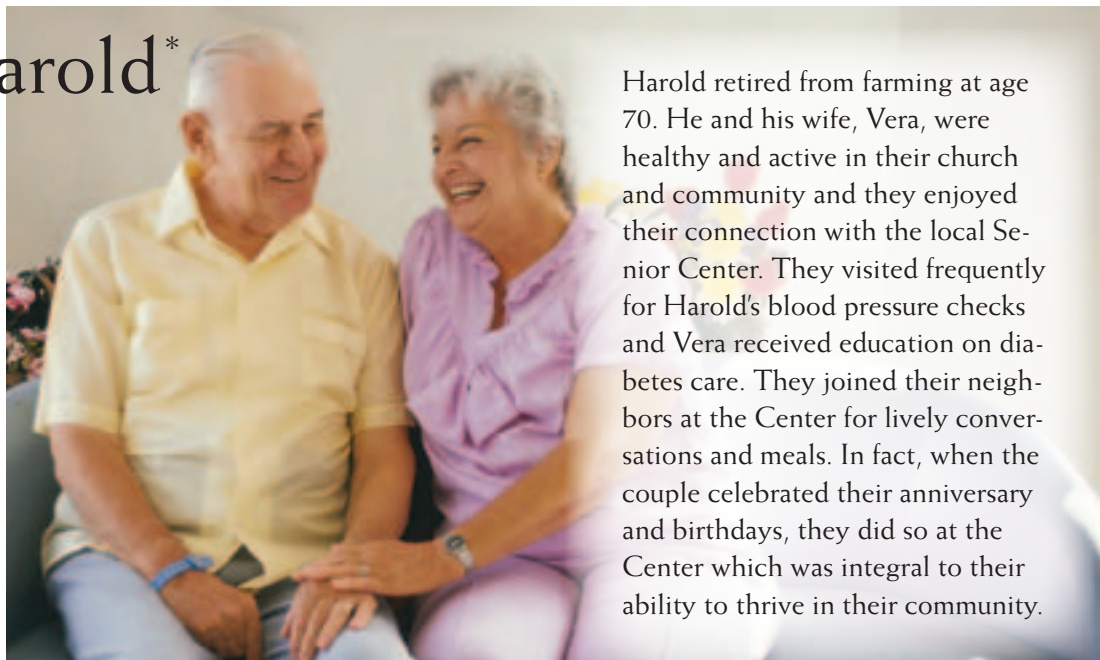
The overriding focus of the Seniors Foundation is to assist older adults to remain in their homes as long as possible. When that happens, seniors purchase goods and services in the community and thereby add to sales tax revenues. They remain in their neighborhoods which stabilizes property tax revenue. Lastly, staying at home produces a higher quality of life and reduces both state and federal Medicaid costs of nursing home care.

It may be an over-used phrase, but by every measure supporting seniors is a “win-win” situation. And, we’re not done yet. There are exciting developments on the horizon! We’ll have more details when information becomes available.



Volunteer helps rider in Lincoln Seniors Transportation Program.

Meet Harold*



Harold retired from farming at age 70. He and his wife, Vera, were healthy and active in their church and community and they enjoyed their connection with the local Senior Center. They visited frequently for Harold's blood pressure checks and Vera received education on diabetes care. They joined their neighbors at the Center for lively conversations and meals. In fact, when the couple celebrated their anniversary and birthdays, they did so at the Center which was integral to their ability to thrive in their community.

Next installment:
**The next step
for Harold.**

* Harold is a fictional name. His story is drawn from the real-life experiences of individuals served by Aging Partners.

Letter from the President

The Seniors Foundation is thrilled to announce our new on-line greeting card store! It will be as easy as "one-two-three" to send your caring message in a delightful card, through the mail, to be enjoyed by the recipient for days to come. All you have to do is choose that perfect card, give your salutations and leave the rest to us!

Right now we're busy designing a variety of greeting cards for you to choose from for all occasions. Everything from "Happy Birthday!" and "It's Great to Have a Friend Like You!" to "Thanks for All You Do."

Among the many card designs are vintage photos of around Lincoln to choose from. We'll even have greetings for no occasion at

all... just to show you care: "Thinking of You and the Good Old Days."

This gift just keeps on giving! Not only will you bring joy to the heart of the recipient with a lovely card and knowing that a gift has been given in their name to the Seniors Foundation, you will also bring joy to the hearts of the Seniors right here in Lincoln and Lancaster County who will benefit from your gift. Not to mention, you'll have joy also for knowing you have given a wise and caring gift.

Why not let us help you with our "Signed, Sealed & Delivered" greetings? You will have joy knowing that you will have sent the perfect caring card—right from your heart & home to theirs.



Mary Jane Nielsen,
Seniors Foundation
Board President

Coming Soon...



Signed, Sealed and Delivered!

Don't you just love it when you find the perfect greeting card, buy your stamp, get the card off into the mail, and know that the recipient will be overjoyed when they open it?

Wouldn't it be great if you could do that from the comfort of your home? And to make it even better, wouldn't it be great if you could give a gift to that person who "has everything they need?"

Well, soon you can do that and more at the new, improved Seniors Foundation website now under construction. Stay tuned to seniorsfoundation.org for details.



1005 O Street
P.O. Box 81904
Lincoln, Nebraska 68501-1904

Phone: (402) 441-6179
Fax: (402) 441-6104

BOARD OF DIRECTORS

President: Mary Jane Nielsen
President Elect: Helen Griffin
Treasurer: David Kroeker
Secretary: Michael Balm
Past Presidents: Alice Skultety, Jay Bohlken

Board Members: Donna Gill, Bob Grundman, Rev. David Lux, Mark Richardson, Muffy Vrana
Ex Officio: June Pederson
Executive Director: Diane Rolfsmeyer
Foundation Staff: Meldene Dorn

Seniors,
the foundation
of our community



The Seniors Foundation is a proud member of Community Services Fund, a federation of nonprofit agencies improving the quality of life throughout Nebraska by preserving resources, expanding knowledge, encouraging creativity, and protecting rights. Learn more at www.CommunityServicesFund.org