



By Maurice Russell
 President of the Board of Directors,
 The Seniors Foundation

Our 25th Anniversary Report

The calendar flip a few weeks ago, from 2005 to 2006, was a landmark event for the Seniors Foundation. We say that for three good reasons:

- The year 2006 marks a quarter century of Seniors Foundation support for the programs of Lincoln Area Agency on Aging. That's 25 full years of good work and important help for our older adults.
- The end of 2005 marked a year of notable accomplishment and repositioning as the Seniors Foundation continued gearing up for the future.
- The future we are gearing up for is starting now. The first rank of baby boomers will turn 60 years of age in 2006, heralding a huge increase in the need for services to seniors that will span the next quarter century.

In honor of this remarkable time in our history, we are expanding this one issue of our newsletter to six pages. We are also making it less a newsletter and more an anniversary report so we can highlight many of the past achievements and future plans of the Seniors Foundation.

A short summary

For those who value brevity over specifics, here is a very short summary: Looking back over the last year, and our first 25 years, we've accomplished a fair amount and we've done a lot of good for a lot of people. Looking ahead, we all have to do more. A great deal more.

The rest of the story

Now, for those who appreciate elaboration, we offer the following as our 25th Anniversary Report on the state of the Foundation.

During our first 24 years...

The Seniors Foundation was formed in 1981 to provide support for senior centers and to enrich the lives of senior citizens in Lincoln and Lancaster County. Toward that end, the Board of the Seniors Foundation:

- raised \$1.2 million which was used to purchase and renovate what is now the Lincoln Downtown ActivAge Center.
- raised \$200,000 for the purchase and renovation of space that is now the Northeast ActivAge Center in Havelock.
- partnered with the City and the Lincoln Housing Authority to acquire and renovate the Clayton House Hotel into the Crossroads House, a 58 unit seniors housing facility.
- conducted smaller fund-raising efforts aimed at providing or improving services to seniors in areas such as transportation (with the purchase of five 15-passenger vans), education and training, other programming and direct services.

During 2005...

This past year, the Seniors Foundation Board designated three vital issues as the Foundation's Community Focus Projects: strength and conditioning training for older adults, education and outreach, and transportation issues. In pursuit of these Focus Projects, during the year we:

- expanded the Board with an eye toward greater fund raising and greater community involvement in the future.
- secured sponsorship support for the LifeLong Living Festival held in June.
- secured three grants in support of the Community Focus Projects.



Our 25th Anniversary Report — continued

- organized and implemented a recognition program for businesses and organizations who have participated in the Festival for five years and longer.
- became the fiscal underwriter of 5 City TV “Live and Learn” and the fitness programs.
- hosted a luncheon for local business reviewing local issues related to the implementation to the new Medicare Part D, Drug Benefit Program.
- conducted nearly 50 outreach meetings with business and community leaders and provided several civic presentations on issues facing older adults and the coming crisis in services as the older adult population balloons because of baby-boomer retirements.
- inaugurated a program to expand the Foundation’s annual donor base. During 2005, we exceeded the specific first-year goals of the program. As part of this effort, we conducted a major raffle aimed at raising both money and awareness. (The raffle results are covered on the back page of this newsletter.)
- undertook a thorough review of a social transportation program currently operating in Portland, Maine. The review included leadership assistance from LAAA, input on legal issues and development of 5-year cost/usage projections for Lincoln. The Maine program has attractive qualities, but we found issues that make wholesale implementation problematic. The Board, therefore, is extending the review to include other programs currently in operation around the nation.



At the LifeLong Living Festival, Maurice Russell (left) and R. David Wilcox (right) presented former mayor and Seniors Foundation board member, Helen Boosalis with a Community Achievement Award recognizing her work with the board and the Lincoln community.

- developed, with assistance from a University of Nebraska advertising class, a marketing campaign for the ActivAge exercise facility. The campaign, which was directed at four subsidized housing facilities in and close to downtown, included focus groups, presentations, direct mail, posters and an open house. Since the open house, 89 individuals have signed up for the strength and conditioning program.
- supported a make-over and renaming of the exercise facility at the downtown ActivAge Center and donated the first pieces of new equipment. The facility is now known as the **Forever Strong Health Club**.

Strength and Conditioning Success

Mabel E. always used a cane and was thinking of purchasing a scooter. After a few months of participation in the Forever Strong Health Club, she now regularly walks for long periods without needing the cane at all.

During 2006...

We are continuing our emphasis on the Community Focus projects, and we will work hard to grow our donor base and levels of contributions even more. As president, I will be focusing much of my personal effort on increasing community awareness of the Seniors Foundation, because...

Looking ahead...

We have to help the community prepare for the huge increase in the need for services to seniors that will come as the first wave of the baby boom generation starts retiring. That large group of new retirees is going to place immense demands on the limited resources of the LAAA. The Seniors Foundation is uniquely positioned to help the community understand the magnitude of the challenge and be ready to meet the human needs that aren't met by public dollars. In this regard, we view the Foundation's role as not just financial, but as an agent of social engagement.

Seniors Foundation Is Vital to the Mission of LAAA



By June Pederson, Director
Lincoln Area Agency on Aging (LAAA)

The Lincoln Area Agency on Aging was created in 1971 to serve as the principal government agency for planning, coordinating and advocating for older people in our eight county area. Our overall mission is to enhance daily living, expand personal choices, and educate the community in an effort to ensure the independence and full life of the people we serve.

While our mission is broad and ambitious, the scope of our activities and services is often more limited than we would like due to our status as a government-funded agency. Sometimes we are limited by budget realities. Other times we are not able to fully address quality of life issues because they are not considered appropriate for the expenditure of tax monies. And it is in these two circumstances where the Seniors Foundation is able to provide the extra support that is vital to the LAAA's mission.

Since its founding in 1981, the Seniors Foundation has provided well over a million dollars of support for facilities renovations, equipment (including transportation vans), programming and direct services to individuals. Without this support

over the last 25 years, the LAAA's services and accomplishments would have been significantly more limited than they are.

But that's just the beginning — just the first 25 years of a continuing story. It's a story where the importance of the Seniors Foundation to the LAAA and, indeed, to the overall quality of life in our community, will continue to grow. It must, and it will.

It must because we are just now beginning to see the tip of the baby-boom retirement iceberg that is coming fast. The staff of the LAAA is doing a marvelous job in planning for the big changes this influx of retirees will bring. And government funding will surely increase to meet some of the growing need for services. But there will always be quality of life issues that government funding will not cover. These are the gaps that private funding must cover.

And it will, thanks to the Seniors Foundation and the fine job being done by the Foundation's highly involved volunteer board.

We at the LAAA congratulate the Seniors Foundation on a very successful first quarter century, and we look forward to even greater mutual success as we all work to serve the growing needs of our older population.



Maurice Russell hands out Christmas gifts to residents of Haven Manor in Havelock. The gifts are part of the LAAA Trees of Love program.



Board members Michael Balm and Helen Griffin help serve the holiday meal at the Downtown ActivAge Center.

Our thanks to these 2005 Seniors Foundation contributors

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Thanks also to the generous contributors who gave...

Through work site giving programs...

such as the Community Service Fund and the United Way. These convenient forms of giving provide year-long support to the work of the Seniors Foundation.

Durable medical equipment...

such as side-of-tub clamp-on grab bars, lift chairs, quad canes, wheelchairs and more. We are always looking for in-kind donations of equipment in good working order. To donate, please call 441-6179.

What we do and why we do it



By Richard Blair
Director of Development,
The Seniors Foundation

Always, when I am out talking to people about giving to the Seniors Foundation or supporting one of our projects, they ask what the Seniors Foundation does. That is an easy question to answer: we raise money to support the activities of the Lincoln Area Agency on Aging (LAAA).

Often, though not always, people ask the next question: Why do we do what we do? This is the more important question, but the answer is a little more complex.

Why do we need to raise money?

In the next 14 years, the 60+ population in Lancaster County is projected to increase from 34,000 to 67,000. That's nearly a doubling over a fairly short period of time. Not all people in that age group will need services and support, of course, but the ones most likely needing support will be widows 80 years of age and older who are on sub-standard incomes and experiencing medical difficulties. Their numbers will double, right along with the entire older population. And their growing numbers raise huge quality of life issues. Many are issues that tax-funded services cannot deal with.

A few examples

One very small but illustrative example is the need for medicine kits. For an older adult requiring dozens of medications a week, keeping track of the doses and timing of the medications can be a nightmare. Effective medicine kits that ease this burden are available, but they are expensive

and are not covered by government programs. But the Seniors Foundation can step in and provide funding for the purchase of these kits.

A larger example is exercise and strength training. Very few seniors have their own treadmills and weight machines but all seniors can benefit from strength training and conditioning. Research has demonstrated that appropriate strength training at any age, even in the 80s and 90s, can increase mobility and flexibility and maintain the individual's ability for independent movement. This, in turn, helps lower the social cost of health care for older adults.

An even greater example is the need for social transportation. Our society does a fairly good job of providing emergency and medical transportation to seniors. But we do a poor job of providing transportation to visit friends, attend social events, go shopping, etc. Yet such social transportation is a very large factor in the quality of life for older adults, particularly women. On average, a man will live six years beyond the point when he stops driving; a woman will live approximately 11 years beyond the point when she stops driving.

Quality of life

Those are some of the reasons why the Seniors Foundation exists and why we do the things we do. In short, it's a quality of life thing. Not just for our older citizens, but for our whole society.

Presently, the Seniors Foundation stewards 28 dedicated funds supporting programs and activities of the LAAA. These include monies administered by the LIFE office in supporting emergency needs, the ActivAge centers, volunteer support, health programs, education programs, and more.

The Seniors Foundation Board of Directors

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Ex Officio: June Pederson, *Lincoln Area Agency on Aging.*

Foundation staff: Richard Blair, *Director of Development;* Meldene Dorn, *Board Assistant.*

Raffle raises \$12,500 for programs benefiting seniors

The Seniors Foundation 25th Anniversary Raffle was held December 16, 2005 at a luncheon at the Downtown ActivAge Center. The list of winners appears in the next column.

The Seniors Foundation Board wishes to thank all of the individuals and businesses that donated prizes and/or purchased tickets. The raffle raised over \$12,500 in support of older adult programs.

Former board member Ken Cheloha and Past President R. David Wilcox draw winning names in the Seniors Foundation 25th Anniversary Raffle, held December 16, 2005



- 27" LCD-HD TV.....Duane & Carolyn Vosika
- Golf foursome, Wilderness Ridge..... Scott Skultety
- Two Huskers football tickets..... Norman Garland
- National Symphony Orch tickets..... Angie Muhleisen
- 18" Husker Cheerleader DollLloyd Hinkley
- Cinnamon Rolls for a Year..... DiAnna Schimek
- Basket Bunch Gift Basket.....Jerry Dempsey
- Russ's Market Gift Certificate..... Alice Dittman
- Racquet Club/Red Clover Market certsButherford Maser & Love
- Chocolate Wedding Mints..... Carol Ann Wiley, San Marcos, CA
- "Branson on the Road" ticketsSarah Doan
- Theatre FAIR Trip tickets..... First State Bank, Hickman, NE
- Lazlos Fireworks certificate..... Laurel Thomas
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- U-Stop certificate..... Genaro Valverde
- Saltdogs tickets Laura Arp
- Russ's Market Gift Certificate.....Kathy Barnell
- B&R Ultimate Party Package Mike Dunlap
- Children's Museum gift bag & admission Vicki Lynn Russell
- Sid Dillon Oil & Lube certificate Virginia Kube, Omaha NE
- Sid Dillon Oil & Lube certificate Lauren Davis
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- Sid Dillon Oil & Lube certificate Security Federal

Mezzanine ~ 1001 O Street
Mail to: P.O. Box 81904
Lincoln, NE 68501



Phone: 402/441-6179
E-mail: rblair@ci.lincoln.ne.us
www.seniorsfoundation.org

“I'd like to help with the Community Focus Projects”

Yes, I wish to support services for our older adults with a contribution to the Seniors Foundation.

Here is my tax-deductible gift of: \$500 \$250 \$100 \$50 \$ _____

My check, payable to Seniors Foundation, is enclosed.

I would like to charge my donation to my: VISA MasterCard

Account No. _____ Exp. Date _____

Signature _____ Today's Date _____

Name on credit card: _____

Please attach a business card or print your name and address below so we can mail you a receipt for tax purposes.

Your name(s): _____

Address: _____ City: _____ State: _____ ZIP: _____