



CENTER 50+

# 2023 ANNUAL REPORT

CITY OF Salem  
AT YOUR SERVICE

WALKING FOR  
THE FIRST  
REVIVOR

WALK TO  
END  
ALZHEIMER'S  
ALZHEIMER'S ASSOCIATION

Center 50+

CITY OF SALEM



**CENTER 50+**

*"Creating a community where seniors can live and thrive for life."*

# 2023 ANNUAL REPORT

## Mission

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

## Vision

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.

## 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.
- ▶ Provide practical information and evidence-based community education and wellness programming for older adults.
- ▶ Develop partnerships with other community organizations.
- ▶ Provide financial security for Center 50+ utilizing a comprehensive Resource Development Plan.
- ▶ Generate intergenerational programs to serve our rich and diverse community.
- ▶ Provide proactive, comprehensive "upstream healthcare" for retirees and soon-to-be retirees.



*"Center 50+ is more than a building.  
It is a feeling."*

- Ron Rubel, Center 50+  
Advisory Commission President

Accredited by   
National Institute of  
Senior Centers



## CONTACT INFORMATION

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Find out how to help us and others  
by donating: [www.cityofsalem.net/Center50](http://www.cityofsalem.net/Center50)

## 2023 ADVISORY COMMISSION

Ron Rubel, President	John Hughes
Bonnie McGregor, Vice President	Alise Liepnieks
Annie Battee	Margaret Manoogian
Karen Bolliger	Robert Rooney
David Haber	Linda Schellenberg
Scott Harper	Alan Scott

# 13,000+ Non-duplicated Participants

Center 50+ is uniquely positioned to serve the needs of Salem's Older Adults. Program development, resource cultivation, and senior leadership are intentionally designed to meet the needs of Salem's growing older adult population. While our programming is "fun and engaging," our goal is to provide "Upstream Healthcare" to assist seniors in establishing healthy pathways and social connections. This design is two-fold by engaging seniors and improving their quality of life and independence.

Healthy aging also alleviates some of the pressure on community health and emergency services.

Over the last few years, Center 50+ has transitioned from a building-centric model to a community-wide delivery model. Utilizing the Wellness on Wheels Van and pop-up programming, we are a Center without walls and deliver services to residences and neighborhoods. We serve community members where they are most comfortable.



## Locations of Services

- ▶ Center 50+- 2615 Portland Rd. NE Salem, Oregon 97301
- ▶ WOW Van and Outreach Services
- ▶ Virtual/On-demand

## Gender

- ▶ Male 42%
- ▶ Female 58%

## Most popular days

- ▶ Monday/Thursday

## Most popular time

- ▶ 9:00 am - 1:00 pm

## Most popular activities

- ▶ Exercise
- ▶ Lifelong learning classes
- ▶ Bingo
- ▶ Lunch

## Age

- ▶ 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%

	2019	2020	2021	2022	2023
<b>Total Registrations</b>	260,352	Free virtual	23,900	65,436	64,870
<b>Average daily building attendance</b>	904	Covid	119 partial/limited opening	287 no lunch or drop in activities	588
<b>WOW Van and Outreach Attendance</b>	100	5,500	3,878	7,350 changed tracking tools	8,160
<b>Information and Referral</b>	6,384	9,184	7,475	6,500	10,400

\* Reduction in participation counts are connected to change in reporting method.

## 2024 | What's Next

Increase services incrementally to an expanding demographic in the areas of age, gender, and ethnicity. Staff/leadership/volunteers working with the City of Salem DEI and Equity Consultant to identify barriers to services and seek solutions.

- ▶ Partner with a wide variety of organizations
- ▶ Encourage cultural awareness and educational opportunities for Center patrons and older adult community members.
- ▶ Create opportunities for strong community connections,
- ▶ Create inter-generational and multi-generational programming.



# Building a Sense of Community and Fighting Isolation

According to the National Poll on Healthy Aging (2023): 34% of adults age 50-80 reported feeling isolated from others; 37% reported feeling a lack of companionship and 33% reported infrequent contact (once a week or less) with people outside their home. Additionally, 85% of Salem residents reported to live independently in their own home as they age. Older adults aged 80 years and older are becoming the fastest growing age group in the U.S. Over the next 20 years, the number of single person households with older adults 80+ years and above is expected to increase by more than 10.1 million (57%) with \$6.7 billion in

excess annual health care costs for Medicare beneficiaries as well as increasing health constraints with age.

## Loneliness

Center 50+ is committed to providing supportive programming designed to address the issues of isolation and loneliness while actively building partnerships with neighborhood groups, schools, the faith community, and other agencies to help people “age in place” successfully.

**4743**

Homebound Seniors and those living in community care settings

**75**

Friendly call recipients

**290**

Friendship boxes and holiday gifts delivered

**5244**

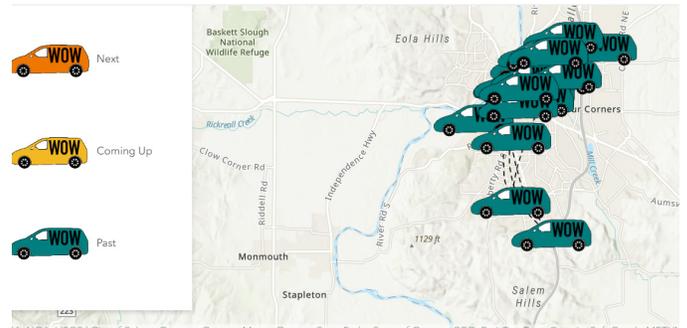
Handmade cards delivered

**8160**

Wellness on Wheels Recipients

Wellness on Wheels, a program designed to deliver programs, activities and services to homes and neighborhoods, had 8160 in attendance this year. The WOW van provided pop-up programming at 26 neighborhoods and parks to deliver services in a fair and equitable manner.

**Where is the WOW:** With an intentional effort to have an equitable distribution of services throughout Salem the WOW Van was busy while the weather permitted. <https://storymaps.arcgis.com/stories/9edf47d990804d0c953c74927e82cbcd>.



## 2024 | What's Next

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

- ▶ Pilot a ride buddy and volunteer ride-share program. Thanks to a \$2,000 grant from AARP Oregon, special software, volunteer training, and specialized vetting process will allow the Center to explore creative and inexpensive ways to address the shortage of door-to-door transportation options in Salem.
- ▶ Expand pop-up WOW visits to 40 locations/opportunities this year.
- ▶ Build on the success of this year's Generations Camp.



# Health and Lifelong Learning

## Health and Physical Wellness

According to the Centers for Disease Control and Prevention (CDC, over 14 million older adults over 65 years of age are experiencing falls resulting in injuries annually.

Older women particularly are vulnerable, as 50% of women when compared to 25% of men will break a bone due to osteoporosis. Their likelihood of this injury is more likely than cardiac incidents, stroke, and cancer (Bone Health & Osteoporosis Foundation, year)

Moderate and high physical activity are associated with significantly reduced rates (15%-30% lower) of chronic loneliness and social isolation.



Almost all adults over the age of 60 years have at least one chronic condition (95%) and a large majority of these adults are challenged with two or more conditions (80%) (NCOA, year) As a consequence of aging, older adults between 60 – 70 years of age have been found to lose muscle mass (12%), with older adults over 80 years of age experiencing 30% loss.

At Fit 50+, we are intentional about addressing chronic illnesses and fall risks. Through fitness class offerings, we focus on:

- ▶ Maintaining bone health - Tone Your Bones
- ▶ Exercising both mind and body balance - Tai Chi
- ▶ Increasing flexibility - Yoga, Flex & Fab
- ▶ Increasing cardiovascular endurance - Zumba
- ▶ Connecting with others - Silver Sneakers Fitness
- ▶ Health Education- Monthly Healthy Living Lectures

**496**

### Number of Fitness Center Members

\*446 of these members have their membership paid for through their Supplemental Medicare Insurance Fitness Benefit demonstrating that the majority of Gym Members are Medicare eligible.

## Lifelong Learning

According to a groundbreaking national survey, older adults seek to understand their communities and the world around them, desire growth promoting activities and enjoy new learning opportunities (AARP, year)

Center 50+/Salem Senior Center has been answering this call since 1976. Our lifelong learning program offers challenging, complex, and vital opportunities/options for intellectual engagement through on-going classes and meetings. We are dedicated to helping seniors maintain brain health;

Learning as a group is enjoyable, enhances memory retention and builds self-confidence. Lifelong learning opportunities contribute to emotional well-being and resilience when navigating aging challenges.

**739**

### Number of Lifelong Learning patrons

**611**

### Number of Lifelong Learning classes held

**500**

### Number of One-on-One Tech Tutoring and Computer Classes

## 2024 | What's Next

- ▶ Create a center that reflects of the community through surveys and data from our agency partners

# Supporting our Family Caregivers

Millions of Americans are living with Alzheimer's Disease and other dementias. As the size of the U.S. population age 65 and older increases, so too will the number of Americans diagnosed with this disease. In 2023, about 2.4 million people who have Alzheimer's dementia are aged 85-plus. By 2025, the number of people age 65 and older with Alzheimer's Disease and other dementias is projected to reach 7.2 million (Cite author, year). The long duration of this illness impacts individuals, families, and communities because much of that time is spent in a state of severe disability and dependence.

Caring for a person with Alzheimer's Disease and other dementias poses special challenges. Family members often care for their loved ones with cognitive impairment to manage many issues. Individuals with dementia also require increasing levels of supervision and personal care. As the dementia symptoms worsen, caregivers usually experience an increase in stress and depression; health problems; and decreased income due in part to disruptions of employment and paying for health care or other services.

Interventions such as Respite, caregiver seminars, support groups, and social engagement opportunities like Memory Cafés help improve the health and well-being of caregivers and their loved ones with dementia by relieving the negative aspects of caregiving. Our aim is to help delay nursing home admission by providing caregivers with skills and resources (emotional, social, and psychological) to help them navigate this challenging time.

What is Respite? Respite is a temporary, short-term care for an individual with special needs such as Alzheimer's Disease and other dementias. Respite provides social opportunities for participants, gives caregivers time for themselves, and provides respite from the emotional and physical strain of caring for a loved one with special needs. The program offers individualized and group activities such as brain exercises, art therapy, chair fitness, music therapy, and a nutritious lunch and snack (occasional field trips too). The program is lighthearted, socially engaging, and positive. It is dedicated to preserving dignity and enhancing quality of life.

Respite addresses a global concern impacting our healthcare system and general wellbeing of family caregivers locally through the support at Center 50+, Among Friends, and Time with Friends Respite Day Program.

**2879**

## Respite Participants

- ▶ 271 caregivers
- ▶ 12 free educational classes
- ▶ 360 Memory Café attendees
- ▶ 2879 volunteer hours



## The 9<sup>th</sup> Annual Art from the Heart Art Fair Across Oregon

The annual art show reminds us that art comes from the heart and we are shown that love can be expressed in creative ways by both experienced artists and those exploring creative pursuits for the first time. Original art displayed in the lobby and the hallways of Center 50+ contributed to an evening filled with special moments among family and friends.

Respite and caregiver education was offered and sponsored in partnership with the Alzheimer's Association; ComForCare Home Care; Willamette Vital Health; Mary Miller, NP; McGinty Belcher Attorneys; Monica Pacheco, Attorney; Northwest Senior and Disability Services; Windsong Memory Care, Pacific Living Centers, Inc. and Visiting Angels Home Care.



# Our Volunteers

Volunteering can decrease dementia risk, improve mental health, and increase longevity. When older adults play an active role in their communities, they can stay healthy mentally and physically. (National Institute on Aging, 2023)

Our 438-plus volunteer workforce supports nearly 200 different programs, activities, and services at Center 50+, throughout the City of Salem, and across Marion and Polk Counties. Each area inside and outside Center 50+ relies on volunteers. They are the backbone of all our operations. They also are the workforce for many community non-profits and organizations. Center 50+ plays a significant role in ensuring that this group remains healthy and engaged in fulfilling their roles and leadership in our community.

### Impact:

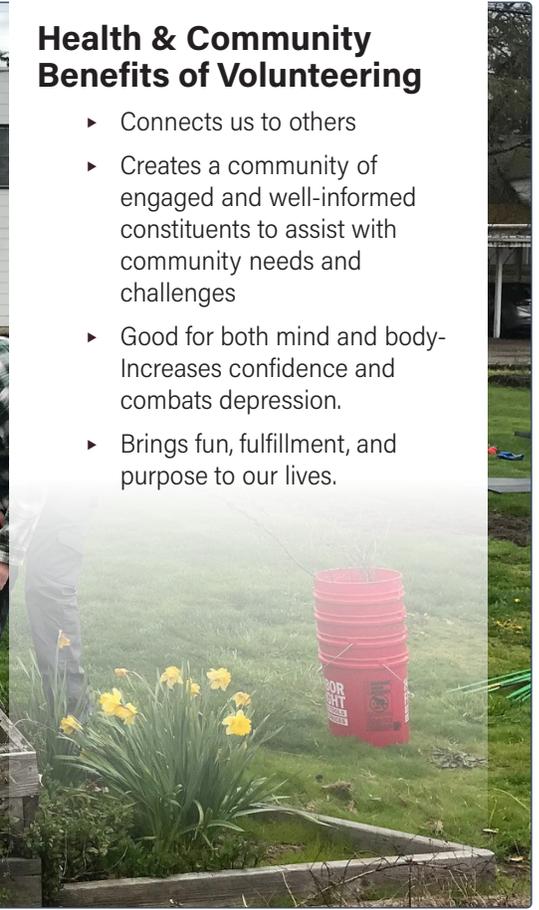
- 438**  
Number of older adults who volunteered through Center 50+ in the year of 2023
- \$2.12 Million**  
Value of volunteer workforce supporting our 50+ community and their caregivers
- 78,600 Hours**  
Total hours of volunteer time donated by Center 50+ volunteers this year
- \$29.95**  
The value of volunteer time per hour according to the Points of Light Foundation





## Health & Community Benefits of Volunteering

- ▶ Connects us to others
- ▶ Creates a community of engaged and well-informed constituents to assist with community needs and challenges
- ▶ Good for both mind and body- Increases confidence and combats depression.
- ▶ Brings fun, fulfillment, and purpose to our lives.



## Who Are Our Friends?

Friends of Center 50+ is a 501(c)3 non-profit which serves as the fundraising arm of Center 50+. Friends of Center 50+ is our primary partner group, giving thousands of volunteer service hours and raising over \$300,000 annually to support Center 50+ programs, services, and special events. Friends of Center 50+ currently operates a travel program, Connection Café, and gift shop, bingo, major gift foundation and investments, and several fundraising events each year such as Boot Scoot and Brew, the first Friday following Labor Day and Cup of Joe Donor Breakfast in February.



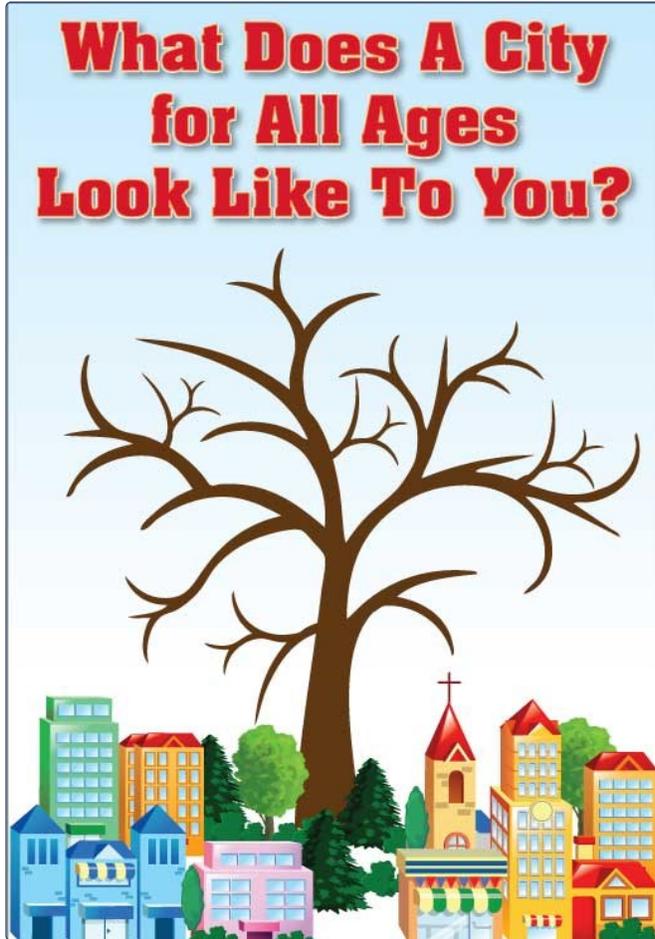
## 2024 | What's Next

Utilize a primarily volunteer workforce by improving volunteer management. This will be accomplished by:

- ▶ Securing support for adequate staffing and resources to support a growing volunteer workforce.
- ▶ Improve diversity and equity in the recruitment, management, and support of the volunteer workforce.
- ▶ Nurture and support Friends of Center 50+ 501(c)(3) to serve as ambassadors and advocates of Center 50+, and Age Friendly Salem Initiative

# Age-Friendly Salem

The Salem City Council is committed to making our city a great place for people of all ages. The Center 50+ Advisory Commission accepted the World Health Organization 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 by giving more attention to 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 residents' needs, regardless of age.



# Key Takeaways About Senior Centers

Recognized by the Older Americans Act (OAA) as a community focal point, senior centers are one of the most widely used services among older adults.

Senior centers serve as a gateway to the nation's aging network—connecting 1 million older adults to vital community services.

- ▶ Senior centers work in partnership with other community agencies and organizations, and businesses to provide access to an array of opportunities for older adults to stay safe, active, and healthy.

## Participants

Older adults who participate in senior center programs experience better psychological well-being across several measures compared to non-participants, including:

- ▶ Perceived social and health benefits.
- ▶ Lower levels of depression
- ▶ Supportive friendships
- ▶ Lower stress levels

## Senior Center Services

### Center 50+ has over 40 Partnerships

Senior centers connect older adults to vital community services to assist healthy and independent living.

More than 60% of senior centers are designated focal points for delivery of OAA services—allowing older adults to access multiple services in one place.

### Center 50+ has Been A Designated Focal Point Center Since 1976

Senior centers work in partnership with other community agencies and organizations and businesses to provide access to an array of opportunities for older adults to stay safe, active, and healthy.

### Center 50+ is A Vital Partner During Water Crisis, Covid-19, Fire, and Ice Storms

Senior centers frequently serve as part of emergency response. During the pandemic, senior centers were a lifeline for older adults and their communities.

### Senior centers offer a wide variety of programs and services, including:

- ▶ Meal and nutrition programs - HOME TO MARION-POLK FOODSHARE MEALS-ON-WHEELS PROGRAM NOW SERVICING 850+ DAILY.
- ▶ Information and assistance - 10,400 CALLS ANNUALLY
- ▶ Health, fitness, and wellness programs - 13,000 PATRONS
- ▶ Transportation services - AGE-FRIENDLY PROJECT AND PILOT TO VOLUNTEER DRIVER PROGRAM
- ▶ Public benefits counseling - 10,400 CALLS ANNUALLY
- ▶ Employment assistance - VOLUNTEER TRAINING, INTERNSHIPS, AND SITE TO EASTER SEALS SENIOR TRAINEES
- ▶ Volunteer and civic engagement opportunities - 438 VOLUNTEERS, 40 DIFFERENT LOCATIONS, 70,860 HOURS, 2.12 MILLION VALUES
- ▶ Social and recreational activities - 200 DIFFERENT OPPORTUNITIES EACH MONTH-FOLLOWING 7-DIMENSIONS OF WELLNESS PHILOSOPHY
- ▶ Educational and arts programs - 200 DIFFERENT OPPORTUNITIES EACH MONTH
- ▶ Intergenerational programs - GENERATIONS OVER DINNER, GENERATIONS CAMPS.



# How are Senior Centers Funded?

To maintain operations, senior centers must leverage resources from multiple sources. Primary funding sources are often local (municipal or county government tax dollars). Other sources include: federal and state governments; fundraising events; public and private grants; businesses; bequests; participant contributions; in-kind donations; non-profit partnerships; and volunteer hours. Most centers rely on three to eight different funding sources.

## CENTER 50+ RELIES ON 10+ FUNDING SOURCES:

- ▶ City of Salem
- ▶ Friends of Center 50+ 501c3-
- ▶ Friends of Center 50+ Endowment- Oregon Community Fund
- ▶ Northwest Senior and Disability Services
- ▶ Agency Partners- 19+
- ▶ Department of Human Services- Medicaid
- ▶ Patron Fees/Rental Fees
- ▶ Grants
- ▶ Volunteers
- ▶ Business Community



## Benefits and Impact

Research shows that older adults who participate in senior center programs can learn to manage and delay the onset of chronic disease and experience measurable improvements in their physical, social, spiritual, emotional, mental, and economic well-being.

Today's senior centers are reinventing themselves to meet the needs and desires of three generations of older adults. Baby Boomers now constitute more than two-thirds of the 50+ population. Senior centers are developing new programs and opportunities for this dynamic generation of older adults with an eye towards the future with the leading age of Generation X turning 60 in 2025.

- ▶ CENTER 50+ IS A NATIONAL LEADER. AND BEGAN THE TRANSFORMATION:
- ▶ WITH NATIONAL ACCREDITATION IN 2006/2011
- ▶ WITH NEW FACILITY AND NEW NAME IN 2008
- ▶ WITH NATIONAL RECOGNITION AS ONE OF THE TOP 150 CENTERS IN THE UNITED STATES

