

Coming of Age

Winter 2011



SNOW, SLEET, AND ICE DID NOT STOP MEALS ON WHEELS ATLANTA

"Meals On Wheels Atlanta needs drivers to deliver meals in the snow." That subject line landed in the email inbox of thousands of supporters of **Senior Citizen Services** on the afternoon of Monday, January 10. The city and much of the state were under a thick coating of snow and ice, and millions of people were forced to take the day off work. But in many Atlanta neighborhoods, seniors looked outside with fear, wondering whether they would receive meals. Fulton County **Neighborhood Senior Centers** were closed for the day, which meant no lunch meal for hundreds of seniors who count on them.

Snow and ice did not stop seniors from receiving Meals On Wheels Atlanta deliveries.

After WXIA, WSB, and the AJC put out calls for volunteers on Tuesday morning, 12 volunteers showed up ready to roll. John

Petersen, a native of Minnesota knew that he would have no trouble driving on ice and snow. John delivered the Trinity route in the northwest area of town. Slipping and sliding and driving very slowly, volunteers and staff from all departments delivered more than 600 meals before Friday's thaw finally started to take hold.

"It was inspiring to see so many people rise to the occasion," said Operations Director Jerrell Saddler. "The community really came together to make sure we took care of those most at risk."

Meanwhile, Senior Center Director Julie Jones and her staff of center managers set to work ensuring that their



participants would not suffer from the closure of their **Neighborhood Senior Centers**. Making hundreds of phone calls, the staff made sure seniors' homes had sufficient heat and that their pantries were stocked with enough food that they could prepare for themselves.

"We provide shelf-stable meals throughout the year in case of a crisis just like this," said Executive Director Jeff Smythe. "But we weren't going to leave it to chance."

Out of hundreds called, only two senior center clients said they did not have enough available food. Those clients were immediately added to a meal delivery route, ensuring that no Atlanta area senior would go hungry.

Our faithful staff and volunteers ensured that no senior was hungry, cold, or forgotten during the winter storm.

SCS FORMS A BOLD NEW VISION: STRATEGIC PLAN 2010-2015

By 2015, Senior Citizen Services will serve **42% more** seniors than we served in 2010. The Baby Boomer generation began reaching retirement age a few years ago, and the senior population is expected to double in the next 20 years. SCS is committed to keeping up with the increasing need without sacrificing quality or quantity of those already being served. We will transform current programs to respond to the growth in, changing needs of, and diversity of the senior population. We will do this through updates of our staff, volunteers, fund development, Board and marketing.

A MESSAGE FROM THE EXECUTIVE DIRECTOR — JEFFREY M. SMYTHE

Seniors who are hungry. If you are like me it makes no sense in our city, state or nation today to have seniors who are hungry. Yes, the recession has been tough, but aren't there enough resources to go around?

Last year, I accepted a nomination to the board of the Meals On Wheels Association of America (MOWAA) to help fight this epidemic on a national level. I am one of ten national board members entrusted by you and our meals on wheels partners around the country to end senior hunger by 2020. By accepting this nomination it was my intention to both learn and share from our national association and its members so that we could make greater progress here at home.

What does that mean in Georgia? It means that we have a lot of work to do! According to a recent study by Ziliak and Gundersen, older Georgians ranked 6th in the nation for the prevalence of food insecurity (2009). Recent findings since the economic recession occurred have been even more daunting. Therefore, we have formed the Meals On Wheels Association of Georgia. This ground-breaking effort has involved more than two dozen providers from Savannah to Blairsville who, like Senior Citizen Services, are challenged with soaring waiting lists and declining resources. I was humbled to

be elected to lead this new effort, serving as the Association's first President.

We have already begun sharing strategies and coordinating education campaigns. Working closely with MOWAA and each of our individual organizations, the collaboration will be stronger than the sum of its parts. Together we will advocate for seniors' needs and educate the community and lawmakers, all with the aim of ending senior hunger.

I am both humbled and proud to announce that I have taken on volunteer leadership roles in national and statewide organizations to end senior hunger.

You, our amazing supporters, shared with us last year during the strategic planning process how important it is to you that Senior Citizen Services continue its traditions of innovation, collaboration and community education. You can see that we are more committed than ever to these values and look forward to the day that we can say that no older Atlantan (or older Georgian or American for that matter) is hungry.

Jeff Smythe with MOWAA President Enid Borden and SCS Board Chair Al Kleeman.



SENIORS WALKING TO SEATTLE

Seniors in the Fulton County **Neighborhood Seniors Centers** in Atlanta are "walking to Seattle." Walking clubs have been formed in each center and seniors are counting their steps. Each senior client participating in the walking club wears a pedometer provided by Kaiser Permanente which records every step taken each day.

So far, the seniors have walked more than 500 miles since beginning the project in September. Their goal is to "reach" Seattle by this summer.



Seniors in Seattle are also walking to Atlanta. At the end of the journey, the **Neighborhood Senior Centers** will host a video conference with their counterparts on the west coast.

Save the Date!

SWEEP! Home Repair Day

Saturday, May 7

geneRACEtion 10K and 2K Fun Run

Saturday, May 21

Annual Meeting & Open House

Wednesday, June 1

2011 Annual Meals On Wheels Atlanta Golf Tournament

Monday, Sept. 12

A Meal to Remember

Friday, Nov. 4

A MEAL TO REMEMBER BREAKS ALL PREVIOUS RECORDS

SCS's annual black-tie gala broke all records this year by raising more than \$505,000 to fund the **Meals On Wheels Atlanta** program.

This year's elegant event was chaired by Su Longman, Debbie Dean, and Eileen Rosencrants and was held at the St. Regis Atlanta. The theme, "*Siente el sabor Latino*," explored the tastes and sensations of Latin America.



Event chairs Su Longman, Debbie Dean, and Eileen Rosencrants pose with 2010 Honoree, Tony Conway.

Guest chefs were Chef Aarón Sanchez (*Paladar and Centrico*, New York), Chef Carmen Gonzalez (chef consultant, New York), Chef Douglas Rodriguez (*D. Rodriguez Cuba* at the Astor Hotel in Miami Beach), and Chef David Ramirez (*Rosen Shingle Creek*, Orlando). The dinner was coordinated by Jonathan Jerusalem, Executive Chef at the

St. Regis Atlanta. Wines were paired and chosen by Michael Venezia of United Distributors.

After dinner, guests danced to the music of Danny from House of Music or enjoyed a hand-rolled cigar in the cigar tent on the terrace.

2010 A Meal to Remember Sponsors*

Su and Al Longman	David Yurman
St. Regis Atlanta	Frabel Studios
Lumber & Things	Judith and Plas James
Sandra and Dan Baldwin	Neiman Marcus
David Boatwright and Edward Chu	Monica and John Pearson
Merry and Chris Carlos	Sharon Umphenour
Tony Conway	United Distributors
Cox Enterprises	* Chef Sponsors or greater

JERRELL SADDLER PROMOTED TO DIRECTOR OF OPERATIONS

Jerrell Saddler has been promoted to Director of Operations for **Senior Citizen Services**. Jerrell started at SCS as the manager of Volunteer Services/CareShare program. He then became Director of the HOMES (Home Owner Maintenance and Enhancement for Seniors) program.

Jerrell came to SCS with a wealth of government, corporate, and grassroots experience. In his new

role, he will oversee the **Meals On Wheels Atlanta, HOMES, Adult Day Care, Volunteer Services, and Senior Companion** programs.

Congratulations, Jerrell!



YES, I want to make a positive difference in the lives of Atlanta's seniors in need!
 Check enclosed Please charge my credit card (my information is included below)

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SCS is a 501(c)(3) nonprofit organization. Federal Tax ID 58-0960309. 100% of your donation is tax-deductible.



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Our mission: To support senior independence through meals, shelter, education and community.

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Volunteers load meals into cars for Thanksgiving Day Meals On Wheels Atlanta deliveries.



Chair John Sweeney gets the 10th Annual Meals On Wheels Atlanta Golf Tournament started.



Volunteers from CBeyond complete a home repair project for a senior.



More than 450 runners hit the streets of Grant Park for the geneRACeTion 10K and 2K Fun Run.



Senior Companions assist clients in the Adult Day Health program.



Mr. Lynn Carter retires from SCS after more than 10 years of service.