



SeniorsFirst
Meals on Wheels, in-home care and more.

SPRING 2023

GENERATIONS



CORPORATE | FOUNDATION SPOTLIGHT: MASSEY SERVICES, INC.

Massey Services, Inc. is a leading provider of pest prevention, termite protection, landscape and irrigation services in the United States. The company was founded in 1985 by the late Harvey L. Massey, a former executive of Rollins Inc., and is headquartered in Orlando, Florida. Over the years, Massey Services has established itself as a trusted and reliable partner for homeowners, businesses, and communities. The company's commitment to delivering exceptional customer service, innovative solutions, and environmentally responsible practices has earned it a reputation as one of the top service providers in the industry.

Massey Services now provides their beneficial services across nine states and employs more than 2,800 team members. The company is

one of the largest family-owned organizations in the industry. Harvey Massey created the company's Mission Statement and guiding philosophy which includes: "We believe in being a CONTRIBUTING member to our



community and our industry." The Massey Family provides an outstanding example as highly visible community leaders and philanthropists. Their philanthropic interests in education, arts and culture, human and health services, and community service, is

evidenced by their generous gifts to many worthy organizations.

Seniors First is grateful to be one of those organizations. Massey Services has generously contributed to the Seniors First mission over the past 7 years and permits Seniors First the flexibility to focus critical dollars on programs that need it the most. With this support, vulnerable seniors needing services such as home delivered meals, homemaking and personal care, and medical equipment are able to receive the care they need, removing barriers to independence so they can remain in their own homes. Simply put we could not do what we do without them. Thank you, Massey Services, for all you do for our community's most vulnerable senior citizens and the community at large.

SENIORS FIRST INTRODUCES: PROJECT CONNECT

The effects of the pandemic have been wide spread but nowhere has the negative impact been more apparent than with our senior population. Older adults, many of whom already lived alone with little opportunity for social activities and connections outside their homes were forced into even more rigid isolation resulting in a dramatic increase in cases of severe depression.

Thanks to funding through the American Rescue Plan, Seniors First was able to purchase 400 Claris Companion tablets to distribute to our Meals on Wheels clients. These tablets enable them to view tv shows, movies and local news. They can play games, join online social groups with seniors having similar interests, read books and best of all, they can interact live or through messaging with family and friends, whether they live near or far.



Our wonderful volunteers are visiting client's homes to deliver the tablets and offer training on how to use them and the response has been amazing. Clients tell us they absolutely

love their tablet and sending and receiving "good morning" messages and chatting with far off family. Now when we visit, they're excited to show us all the new things they're discovering and couldn't be happier.

Soon we plan to begin virtual groups of 8-10 based around special interests. What's your special talent or interest? Would you consider volunteering to host a group? Could be any subject; books, history, sports, movies, arts and crafts, drawing, the possibilities are endless. Time commitment would be 1-2 days a month and work with your schedule. Want to learn more? Contact Special Projects Manager, Kelly Fiori at 407-723-1379 or kfiori@seniorsfirstinc.org

IN THIS ISSUE

A MESSAGE FROM
MARSHA LORENZ
PRESIDENT/CEO SENIORS FIRST

HIGH TEA AND HATS
APRIL 23RD AT THE ALFOND INN

SENIORS FIRST CLIENTS GO HIGH
TECH AND TRAVEL VIRTUALLY!

PRESIDENT'S MESSAGE



The fastest growing segment of the population in America is those 65 and older, with the baby boomers now among the ranks of the elderly. To celebrate older Americans, every May the nation observes Older Americans Month (OAM). This year's theme is Aging Unbound which offers us an opportunity to explore diverse aging experiences and discuss how communities can combat stereotypes.

Every demographic is pigeonholed based on their age and it is our duty to break down those stereotypes. Our country is well known for its obsession with youth which is glorified by the media and advertisers alike. Often depicted as weak, unattractive, frail and even worse - senile, older people have had to face an escalating level of disregard, disrespect, and marginalization in addition to unfairly being the butt of a joke.

Rather than focusing on these stereotypes and attaching labels to the aging demographic, there is a lot to celebrate as we age. More and more we hear extraordinary stories about ordinary seniors accomplishing extraordinary things.

Seniors like Julia "Hurricane" Hawkins who set a world record in the 100-meter dash at the National Senior Games. And more well-known seniors like Dame Judy Dench who didn't become a star until the age of 61 and McDonalds founder Ray Kroc who opened his first restaurant at 60 demonstrating it is never too late to tackle and excel at new things and grow both personally and professionally.

An often-overlooked reality and expression that is not repeated nearly enough is "age is just a number". This nation and the world will be much better off when we start behaving like we believe that and celebrate our successes regardless of age. Ageism is the last acceptable prejudice and the only way to combat it is to fully embrace how we all benefit when older adults remain engaged, independent, and included.

As Older American's Month approaches, please join me in making this the year to call out unfair stereotypes and recognize the contributions and value of all members of our community.

With thanks, *Marsha L. Lorenz, President/CEO*

High Tea & Hats
SeniorsFirst
Sweet 16 Celebration
Sunday, April 23
1pm - 5pm
The Alford Inn, Winter Park

Join us for the 16th Annual High Tea & Hats. Enjoy a leisurely luncheon with traditional tea time fare, participate in the hat and table decorating contests, bid on amazing items in our live and silent auctions and try your luck at our wine toss. All proceeds benefit Meals on Wheels and other programs that help seniors live independently.

For sponsor information & tickets visit HighTeaAndHats.com

PUBLIC SUPER MARKETS CHARITIES WESH 2 CW18

MARCH FOR MEALS
WITH MEALS on WHEELS™

The annual March for Meals celebration commemorates the historic day when President Nixon signed into law an amendment to the Older Americans Act of 1965 to include a national nutrition program for seniors 60+. This month, Meals on Wheels programs across the country are joining forces to celebrate more than 50 years of success and garner the support needed to ensure these critical programs can continue to address food insecurity and malnutrition, combat social isolation, enable independence, and improve health for years to come.



BOARD OF DIRECTORS

Chairman: Carol Clark, Orange County Parks & Rec.

1st Vice Chair: Michael Burch, HUB International

2nd Vice Chair: Pam Lively, Orlando Health

Treasurer: Robert Muszynski, WMFE Radio

Secretary: Hallie Fisher, Bojangles

Past Chairman: Kim Blaylock, &Barr

Justin Birmele, AdventHealth Winter Park

Steven M. Fisher, Truist

John Gay, Cresa Orlando

McGregor Love, Lowndes

Cameron Mayfield, Aspire Health Partners, Inc.

Melvin Pittman, OC Comm. & Enviro. Services Ret.

Lisa Skarlupka, Avante at Orlando

Anne Stone, Rollins College

Alyse Verner, ShuffieldLowman

FROM THE CHIEF DEVELOPMENT OFFICER: *STARTING THE YEAR WITH MONTHLY GIVING*

As this issue of Generations goes to press, we are closing in on the end of the first quarter of 2023. Time is certainly flying by, as it tends to do, making this a good time to consider a monthly gift to Seniors First. Monthly giving, also known as recurring giving or sustaining giving, refers to the practice of donating a fixed amount of money on a monthly basis to a nonprofit organization. Many organizations rely on monthly donations to fund their programs and operations as it provides a reliable and consistent stream of income.

Fundraising revenue for most nonprofits comes from diverse sources that can include government funders (federal, state, county and city), private foundations, corporations, organizations, civic groups, the faith community, and of course individual donors like you. Most of these contributions are

cyclical and fall during different times of the year – or even different alternating years – each based on their own funding calendar. Additionally, most donations made by individuals usually fall toward the end of the calendar year when individuals and families are considering their year-end charitable gifts. All this can make budgeting and planning for nonprofits a challenge since there is no regular reliable stream of funds throughout the year.

Monthly giving helps to fill funding gaps that occur during the year and creates a more sustainable income stream. Allowing organizations to plan and budget accordingly, this regular income can help nonprofits better manage their cash flow and make long-term plans for their programs and services, leading to a greater impact on the community and the cause that the

organization serves.

Setting up a monthly donation to Seniors First is simple and straightforward. Donors can easily manage and adjust their donations as their financial situations change. I would be happy to discuss a monthly donation plan that works best for you and help you set it up automatically. Your sustainable monthly gift has an immediate and ongoing impact on the clients we serve – our community's most vulnerable senior citizens.

PS - Feel free to reach out to me via email at wjackson@seniorsfirstinc.org or phone at 407-373-7754. Either way I would be delighted to hear from you. Please know we cannot do what we do without our loyal donors. Thank you for all you do.

2022 FUNDERS & SPONSORS

FOUNDATIONS

American Woodmark Foundation, Inc.
Bank of America Charitable Foundation
Conway Foundation
Darden Restaurants Inc. Foundation
Drusilla Farwell Foundation
Duke Energy Foundation
Florida Blue Foundation
Foundation for Indigent Guardianship, Inc.
Welsh Charitable Trust
J. Milton Hoffa & Nellie E. Hoffa
Memorial Foundation
Margaret & R. Parks Williams
Charitable Foundation
Martin Andersen-Gracia Andersen
Foundation, Inc.
Publix Super Markets Charities
The Chatlos Foundation, Inc.
The Henry Family Foundation
The Joe & Sarah Galloway Foundation
VNA Foundation, Inc.
WellMed Charitable Foundation

CORPORATIONS/ORGANIZATIONS/ CHURCHES

AdventHealth Orlando
Heart of Florida United Way
Massey Services Inc.
Meals On Wheels America
Orlando Health
Truist
Walmart

All Saints Church of Winter Park
St Margaret Mary Catholic Church

GOVERNMENT FUNDERS

City of Orlando
Department of Elder Affairs
Orange County Government
Seminole County Government
Senior Connection Center
Senior Resource Alliance

HIGH TEA & HATS

Publix Super Markets Charities
WFTV – 9 Family Connection
&Barr
Heart of Florida United Way
Genesis Labs
Peach Valley Café
OUC
Orlando Health
ADT Health
CES Mechanical
Mutual of America
Nancy Hecht-Certified Financial Planners
Simtech Defense Systems
Sonata Senior Living
Lowndes
Dr. Francelis Gonzalez
Westgate Resorts
Flourish Productions
Progress Wine Group
Old Kinderhook Glass

Orange Appeal
Orlando Family Magazine
Orlando Magazine
OutFront Media
Clear Channel Outdoor

TURKEY TROT

HUB International-Florida
Publix Super Markets Charities
WFTV – 9 Family connection
Sunny 1059 FM
Mix 1051 FM
Heart of Florida United Way
Three Sixteen Foundation
Orlando Health
WellMed
Family First Firm
Henry Mediation
GA Food Service
The Fisher & Roorda Families
McCoy Federal Credit Union
OIR Realty
Lowndes
Orlando Downtown Develop
Claris Companion
St. Luke's United Methodist Church
ShuffieldLowman
Sara Brady Public Relations
Share the Care
Food With Care
BB Action Photo
Fresh Point Foods
VIP Valet

Mailing Label Changes

Please check the appropriate box below, correct the label and return to Seniors First.

- ☐ Name change or misspelling
- ☐ Address change
- ☐ Remove from mailing list
- ☐ Received more than one copy

Sign up for electronic newsletters on our website.

OUR MISSION *is to enhance the quality of life of seniors by maintaining their independence and dignity.*



SENIORS FIRST CLIENTS TO TRAVEL THE WORLD - VIRTUALLY.

Thanks to funding from the American Rescue Plan, Seniors First has launched a new and exciting program for our clients. With the assistance of students from Lake Highland Prep, seniors at our Calvary Towers Neighborhood Lunch Program stepped into a whole new world thanks to our Meta Quest 2 virtual reality headsets.

The students arrived bright and early to train and assist and while many clients were skeptical at first, they were soon anxiously awaiting their turn to try it out. In just the first morning, seniors played games and wandered through museums seeing historic works of art up close. One found himself petting elephants while on safari in Africa and another, a woman originally from Spain, got to visit her home country to relive the beauty and familiarity of a home she misses so much.

It was a great day for the students as well, who remarked, "Adults rarely ask us to help them learn something new! We were honored to be here". Another commented that his grandparents lived far away so spending the morning had been like getting to spend time with them.

By far, one of the most popular requests was to visit the town they grew up in and see their childhood home. As our program continues to grow, we hope to incorporate programs like Google Earth so we can literally take clients back to the neighborhoods they have such fond memories of. If you'd like to learn more about the Seniors First VR program, get involved, or donate to help us expand, contact Neighborhood Lunch Director, Ron Landon at 407-615-8970.

