



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

SPRING 2024

# GENERATIONS



## CORPORATE SPOTLIGHT: TAYLOR MORRISON HOME FUNDING

Taylor Morrison Home Funding (TMHF) is an independent mortgage banker, servicer and wholly owned subsidiary of national top 5 homebuilder, Taylor Morrison - currently serving 11 states in 20 markets. Since its inception in 2001, the company has grown from three to over 300 team members while maintaining its small company feel and culture of family.

Using Finance as a Sale Tool, they help sell homes by providing a seamless service to their customers with sound loan products & pricing, proper education, innovative tools and guidance to ensure an enhanced customer experience. TMHF works tirelessly to keep their customers & employees at the forefront of all they do. It's this intentional effort on putting people first that is the foundation of their success. They are proud to be the recipient of two local and two national industry recognitions as a best place to work.

For the seventh consecutive year, TMHF was

recognized as a Top Workplace by the Orlando Sentinel, claiming the No. 1 spot for 2023 among midsize businesses. The significance of this honor lies in the special culture of family they've built and the recognition from their passionate and dedicated team members who make up Financial Services. In addition, National Mortgage News just released their 2024 rankings and they are proud to share



that Taylor Morrison Home Funding was named #10 overall and #7 for mid-size companies.

Built on a culture of giving back, philanthropy runs through their veins. Their team members are fueled by a sense of purpose to make a positive impact both on their customers' lives and within the local community and have focused their charitable efforts on a variety of causes.

In addition to supporting the MBA Open Doors Foundation, HomeAid, One Heart for Women & Children, Salt Outreach, and the Coalition for the Homeless and Kids House of Seminole, Taylor Morrison Home Funding has supported Seniors First for the past 7 years. Their team members from across the country come together to collect tens of thousands of household and personal care items that go directly to our clients. These items are considered a luxury to most of our clients who are often faced with choosing between medicine and food. With the help of TMHF, our clients have access to items that otherwise would be out of reach due to budget constraints.

Seniors First is humbled and honored to be the recipient of their support for the past 7 years. We simply cannot do what we do without our community partners like Taylor Morrison Home Funding. Thank you!

## VOLUNTEER SPOTLIGHT: &BARR

Seniors First extends its gratitude to &Barr for its continued dedication to enriching and enhancing the lives of our local seniors. For more than a year, its team of approximately 30 volunteers—more than half of its staff—has supported Seniors First's mission through Meals on Wheels, the Neighborhood Lunch Program, and Project Connect. These efforts are an extension of the &Barr team's commitment to bettering the community, as evidenced by more than 250 volunteer hours served in 2023.

&Barr is a full-service advertising agency that has operated in the heart of Orlando for more than 66 years, serving a diverse portfolio of clients in Central Florida and beyond. Considering its local history, commitment to the world around them, and resolve to influence a bright future, &Barr organized its

volunteer efforts into three pillars of community support—Past, Present, and Future. Seniors First appropriately fits into the agency's focus on the past, giving back to those who have come before us.



Every week, Seniors First can count on &Barr volunteers to deliver meals to our local seniors with passion and enthusiasm, and it's never a surprise to see them go the extra mile, whether it's providing a few extra healthy snacks or hand-delivering a birthday card signed by its team. Additionally, &Barr's contributions to

the Neighborhood Lunch Program have kept our seniors engaged, fulfilled and excited for more. Each time the agency joins us for lunch, they bring with them ten passionate volunteers alongside a wide variety of fun and practical prizes for a jam-packed session of bingo. Every prize &Barr donates to our local seniors is provided by its entire team. The agency continues to provide support as part of Project Connect, virtually engaging with local seniors with enjoyable, captivating games, like Jeopardy!

Thank you, &Barr, for your long-standing support of Seniors First, promoting health, happiness and camaraderie among our local seniors. Your dedication to community service is making a positive impact in the community, and we are excited to see what the future has in store!

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MARSHA LORENZ  
PRESIDENT/CEO SENIORS FIRST

THE 17TH ANNUAL  
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GET READY TO VOTE

## PRESIDENT'S MESSAGE



## CONNECTIONS MATTER

As we welcome spring I'm reminded May, one of my favorite months, is Older American's Month (OAM). Established in 1963, OAM provides an opportunity to recognize older adults' contributions, highlight aging trends, and reaffirm commitments to serving the older adults in our communities. This year's theme, "Powered by Connection," focuses on the profound impact that meaningful connections have on the health and well-being of older adults.

As we get older, changes in our personal circumstances and lifestyle may result in us feeling less connected to others and increase the risk of becoming lonely. However, loneliness is not an inevitable part of getting older - there are lots of things that can be done to expand and strengthen an individual's connectedness.

Now in our 58th year, Seniors First has been helping our clients build

and maintain these social connections through a wide variety of programs designed to promote engagement and encourage participation. Our Meals on Wheels program relies heavily on an army of over 350 volunteers to deliver 900-1,100 meals daily. The safety checks and socialization they provide contribute to an individual's overall sense of well-being, especially those living alone. Companionship services offer clients personal one on one assistance in their own homes and telephone reassurance calls keep clients connected. Through access to socialization, exercise, games and nutritional education, the Neighborhood Lunch Program (NLP) at select sites throughout Orange County enhances quality of life through active participation. And finally, Project Connect, an innovative technology program that provides senior-friendly Samsung tablets (Clarix Companion) to connect clients to family, friends, each other, and the community has proven to be another very effective way for us to increase socialization.

Connections matter and we are truly grateful for your support of our work to combat loneliness, isolation, and hunger. Through the delivery of nutritious meals, companionship, telephone reassurance, NLP and Project Connect, we will continue to enrich the lives of our seniors.

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



# High Tea & Hats

**VIP Tables & Sponsorships Available!**

**Sunday, April 21, 2024**  
1pm - 5pm  
*The Alford Inn, Winter Park*

Join us for the 17th 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.

REGISTER NOW!

[HighTeaAndHats.com](http://HighTeaAndHats.com)





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## THE POWER OF PLANNED GIVING: LEAVING A LASTING LEGACY

Planned giving is a thoughtful and strategic approach to philanthropy that allows individuals to make a lasting impact on the causes they care about. Unlike traditional donations, planned giving involves carefully considering and arranging charitable contributions over an extended period, often through bequests in wills, charitable trusts, life insurance policies, or other financial instruments. This allows individuals to leave a legacy that continues to make a positive difference long after they are gone.

One of the most common forms of planned giving is through wills and bequests. By including a charity or cause in your will, you can ensure that your assets contribute

to support a cause close to your heart. It is as simple as a bequest to the Seniors First Foundation.

Other planned giving options include charitable remainder trusts, charitable lead trusts and designating a charity as the beneficiary of a life insurance policy. Regardless of your preferred method, planned giving allows individuals to create a lasting legacy that reflects their values and priorities, aligning their charitable goals with their long-term financial plans.

Many planned giving options offer tax benefits, providing an incentive for individuals to allocate assets towards

charitable causes. Understanding the tax implications of planned giving can help individuals optimize their contributions and maximize the impact of their donations. We strongly recommend consulting with a tax advisor or financial planner for these details.

For more information on how to include Seniors First in your will or other planned giving instrument, please contact: Marsha Lorenz, President/CEO of Seniors First, at [mlorenz@seniorsfirstinc.org](mailto:mlorenz@seniorsfirstinc.org) or 407-615-8961.

Thank you to our thoughtful and loyal donors. We simply could not do what we do without you.

## SENIORS FIRST IS GRATEFUL FOR THE SUPPORT OF OUR FUNDERS AND SPONSORS:

### FOUNDATIONS

American Woodmark Foundation, Inc.  
Bank of America Charitable Foundation  
Conway Foundation  
Darden Restaurants Inc. Foundation  
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Florida Blue Foundation  
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WellMed Charitable Foundation  
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### CORPORATIONS/ ORGANIZATIONS/ CHURCHES

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GFWC Apopka Woman's Club  
GFWC Suburban Woman's Club, Inc.

Heart of Florida United Way  
Massey Services Inc.  
Meals On Wheels America  
Orlando Health  
Saint Margaret Mary Catholic Church  
Walmart

### GOVERNMENT FUNDERS

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

### HIGH TEA & HATS

&Barr  
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CES Mechanical  
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Heart of Florida United Way  
Jayshree Spices  
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Nancy Hecht/Certified Financial Planners  
Orange Appeal  
Orlando Health  
Orlando Magazine

OutFront Media  
Peach Valley Cafe  
Publix Super Markets Charities  
Simtech  
Southwest Orlando Bulletin  
WESH2  
Westgate Resorts Foundation

### SENIORS FIRST TURKEY TROT 5K

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GA Foods  
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Henry Meditation  
HUB International  
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Publix Super Markets Charities  
Sara Brady Public Relations, Inc.  
Share the Care, Inc  
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Sunny FM  
Three Sixteen Foundation  
VIP Valet  
WESH2





### 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.*



## COME VOLUNTEER WITH US!

Looking for a way to get involved and give back to our community? Join us as a volunteer! We've got options to fit every skill set and passion. You could deliver meals once a week, help out in the office, make reassurance calls to chat with lonely seniors or host online classes or discussions. We're looking for individuals to host art, music and meditation classes, discussions on history, literature and more. Tell us your passion and we'll help you find just the right fit. For more information, contact Volunteer Program Supervisor, Maureen Sullivan at [msullivan@seniorsfirstinc.org](mailto:msullivan@seniorsfirstinc.org) or 407-373-7752.

**GET READY  
TO VOTE!**

As we all know, 2024 is an election year. **But what you may not be aware of is that all "vote by mail" applications expired on 12/31/2022.** If you have not completed a new VBM application since that time, call or go to the Supervisor of Elections office for your county. All VBM requests must be submitted at least 12 days prior to an election.