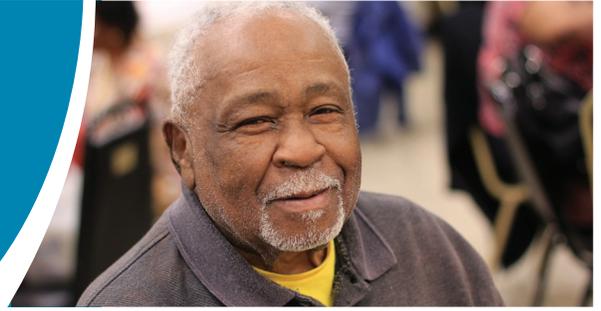


GENERATIONS



FOUNDATION SPOTLIGHT: FLORIDA BLUE AND FLORIDA BLUE FOUNDATION

In an unprecedented year, Seniors First is so grateful for the continued support we have received from our long-time partners, Florida Blue and the Florida Blue Foundation. With the senior demographic disproportionately affected by COVID-19, our elderly neighbors faced deeper and more widespread isolation as seniors socially distanced themselves in fear of contracting the virus. Florida Blue and the Florida Blue Foundation stepped up to make sure our most vulnerable senior citizens remained safely connected to the community.

Florida Blue's mission is to help people and communities achieve better health. Their mission drives everything they do, from both a business perspective and community involvement. That's why Florida Blue and its Foundation immediately responded when the COVID-19 pandemic started last year by investing millions of dollars in local organizations across the state like ours so Florida's most vulnerable persons – seniors and children – had the essential support they desperately needed.

Florida Blue has supported Seniors First on different levels throughout the pandemic that

included donation of hand sanitizers and CDC safety kits to assure our staff, volunteers and clients could safely continue to deliver and receive our essential services, along with much needed monetary program support. With more and more seniors remaining at home and the need for more nutritious meals grew exponentially, this funding support was a great help in providing these meals. During non-pandemic years, we were the fortunate recipient of support in the form of sponsorships of our special events. And to round out our partnership Florida Blue staff regularly volunteered at our Neighborhood Lunch Program, prior to that program being shut down



due to COVID-19.

This year we were thrilled to be the recipient of a four-year mental well-being grant focused on loneliness from the Florida Blue Foundation. The project, in conjunction with Lutheran Counseling Services, is called Counseling and Social Connection for Lonely Seniors and will provide weekly telephone sessions and other social touchpoints. Due to the pandemic seniors have



plunged into depression due to the extended isolation from their communities, friends and/or families. This project will help deliver much needed counseling services to clients of our Meals on Wheels and Community Care for The Elderly programs over the next 4 years.

Thank you Florida Blue and the Florida Blue Foundation for all you do for our most vulnerable seniors and the community at large. We simply cannot do what we do without you.

MEALS ON WHEELS AND NEIGHBORHOOD LUNCH BEGIN A RETURN TO REGULAR OPERATION

It was just over a year ago that Seniors First was forced to reduce many of our daily Meals on Wheels deliveries to a once a week drop off of frozen meals and close all our Neighborhood Lunch sites temporarily. And while, thanks to volunteers, staff and generous donors, we were able to continue to feed these 1,250 clients, their isolation and loneliness increased dramatically.

Now though, we are happy to report that we are slowly returning to a sense of normalcy. One by one our Meals on Wheels program sites that shifted from daily to weekly meal delivery, are beginning to again deliver each morning, Monday – Saturday. Volunteers who have been on hold

during the pandemic are thrilled to once again be able to visit the clients who have become friends, albeit still with safety measures and safe distancing in place.

We are also working with the city and county to safely reopen Neighborhood Lunch Program sites. Once open, those clients may again look forward to activities and time with the friends they have missed so much as well as a nutritious daily meal in a social setting.

As important as the daily nutrition is to the overall health and wellbeing of our senior citizens, the impact of the isolation they have endured is

perhaps the most damaging. Numerous studies show isolation and loneliness in elderly adults lead to depression and anxiety and can be mentally and physically debilitating.

While we continue our efforts to reopen and expand services, we encourage you to continue to engage older family, friends and neighbors who may be suffering quietly alone. Pick up the phone, stop by and visit from a safe distance, run errands, send letters, bake cookies. That kind of personal attention makes all the difference. Be the one that makes a difference in the life of a senior citizen.

PRESIDENT'S MESSAGE
Make Good Go Further

DONOR CORNER
Special Thanks to our Sponsors,
Donors and Funders

FOOD PANTRY
Celebrates its Second Anniversary

PRESIDENT'S MESSAGE



It's been a year since the COVID-19 pandemic began and the expression "It takes a village" takes on a whole new meaning during a crisis. As I look back on these past twelve months, one of the many things I am proud of is our ability to take the lessons we learned in response to the pandemic and apply them to our current situation. Specifically, the resilience of the Seniors First team to continue to stay focused on the safe delivery of services to our seniors. Through it all we NEVER stopped providing them a much needed safety net during these uncertain times.

Because vulnerable seniors are at the greatest risk of contracting the virus, Seniors First is relentless in our determination to keep pushing forward to keep these individuals safe, healthy, and living independently. We have certainly come a long way in a year. As we monitor the rapidly evolving landscape of the recent availability of vaccines and progress made in combatting COVID, we are thankful for the generous support of multiple sources including government, corporate and private grant funding and individual donors which allowed us to provide a

human connection and a watchful eye for hundreds of seniors.

As our work continues to safely serve seniors in need through the end of the pandemic and long into the future, please join us in supporting the launch of the Meals on Wheels America "Make Good Go Further" campaign as we celebrate the good our community made happen for seniors threatened by COVID.

IT TAKES A VILLAGE

Thank you for the support and compassion you've shown our seniors throughout this devastating and difficult time. Through the delivery of nutritious meals, in-home services, shopping assistance, telephone reassurance, our community food pantry, Guardianship Program and Stepping Stone Medical Equipment Bank, we will continue to improve the quality of life of our seniors.

We are truly grateful for your incredible support of our work to combat loneliness, isolation, and hunger.

With heartfelt thanks,

Marsha L. Lorenz, President/CEO

SENIORS FIRST FOOD PANTRY CELEBRATES ITS 2ND ANNIVERSARY



Seniors First has operated an emergency food pantry to care for our senior clients for many years. But in March of 2019 in response to the need in the community, we elected to expand our pantry to serve anyone looking for assistance. The response was immediate and gratefully welcomed.

While senior citizens remain our primary focus, the onset of the pandemic during our first anniversary in March of 2020, only served to solidify the need for ready access to healthy food with senior citizens, families and young adults visiting each time we opened our pantry doors.

Prior to the pandemic, we distributed an average of 3,000 lbs. of food a month. Since that time,

like pantries and food banks across the country, we have seen that number increase dramatically and now distribute over 18,000 lbs. a month. As neighbors across our city lost jobs, cared for family and struggled to put food on the table, it was the dedication and compassion of our community who kept our shelves stocked and enabled us to continue to feed others.

So many of you made monetary donations, held food drives or had cases of food delivered to our pantry. Know that every dollar, every can of vegetables and every box of rice went to keeping senior citizens and families well fed during this difficult time.

This March we celebrated our 2nd anniversary

and could not be more thankful for the unwavering support of our donors, staff and volunteers. As we head into our third year, we invite you to learn more about our food pantry and how you may be able to help others by providing the nutrition they so desperately need. We know none of us can feed everyone, but maybe, we can all feed someone.

The Seniors First Food Pantry is open to anyone in need the 2nd and 4th Wednesday of each month from 9am-11am at 5395 L.B. McLeod Rd. Orlando. There is no application or qualifying process. All distributions are pre-packaged and similar in content.



BOARD OF DIRECTORS

Chairman: Kim Blaylock, &Barr

1st Vice Chair: Carol Clarke, OCPR

2nd Vice Chair: Bruce Marin, AssuredPartners

Treasurer: Michael Burch, HUB International

Secretary: Pam Lively, Orlando Health

Past Chairman: Steven Fisher, TD Bank

Justin Birmele, AdventHealth Winter Park

Hallie Fisher, Lowndes, Drosdick, Doster, Kantor & Reed

John Gay, Cresa Orlando

Cameron Mayfield, Aspire Health Partners, Inc.

Robert Muszynski, WMFE Radio

Melvin Pittman, OC Comm. & Envir.Services (Ret.)

Lisa Skarlupka, Avante at Orlando

Larry Stewart, Seaside National Bank

Alyse Verner, ShuffieldLowman

A MESSAGE TO ALL OUR DONORS

As this article is being written we have officially passed the one year anniversary of when COVID-19 shut down our country – and our community close to home. It was a year ago when we knew our essential services were going to continue – we just did not know how at that moment. Looking back it was truly an amazing year on so many levels, but mostly because of you – our donor community. While internally we swiftly changed how we delivered our programs and services, it was you who made the greatest difference to our most vulnerable senior neighbors who were most disproportionately impacted by the pandemic.

Your thoughtful gifts of food for our community food pantry, donations for our holiday gift drive, cleaning and personal protection supplies, beautiful handmade masks, thoughtful handmade cards and notes, and of course much needed monetary donations to sustain our

programs have gone a long way in reminding our seniors that they are not forgotten. We wish you could see how grateful all our clients are to continue to be cared for. It is most heartwarming – thanks to you.

We at Seniors First would be delighted to connect with you to further share the impact your contribution makes. We welcome the opportunity to safely meet with you in person or chat with you on the phone to provide more detailed program updates and/or to answer any questions you may have. We are still in unprecedented times, although our “new normal” has become routine. Thank you to all our new and existing donors, whether you are our government partners, corporations or organizations, foundations or individuals! Because of you our clients feel less lonely and isolated, have nutritious food on their tables, are physically clean and living in well-kept environments, and can navigate at home safely on their own.

Please feel free to reach out to Wendy Jackson, Chief Development Officer, at 407-373-7754 or wjackson@seniorsfirstinc.org to set up a time to chat or meet.

TURKEY TROT 5K - 2020

- HUB International
- Publix Super Markets Charities
- Orlando Health
- WFTV 9 Family Connection
- Sunny 105.9 FM
- Mix 105.1 FM
- Aspire Health Partners
- Dedicated Senior Medical Center
- Food with Care
- GA Foods
- Heart of Florida United Way
- McCoy Federal Credit Union
- Moore, Stephens & Lovelace
- ShuffieldLowman



HIGH TEA & HATS - 2020

- Publix Super Markets Charities
- Orlando Health
- WFTV 9 Family Connection
- Magic 107.7 FM
- NES Global Talent
- Nancy Hecht-Certified Financial Group
- Mutual of America
- Lowndes, Drosdick, Doster, Kantor & Reed, P.A.
- Heart of Florida United Way
- Collier Design | Marketing
- Allegra Printing
- Orange Appeal Magazine



FUNDERS 2020:

FOUNDATIONS

- Bank of America Charitable Foundation
- Central Florida Foundation
- Chesley G. Magruder Foundation
- Conway Foundation
- Darden Restaurants Inc. Foundation
- Dr. Phillips Charities
- Duke Energy Foundation
- Florida Blue Foundation
- J. Milton Hoffa & Nellie E. Hoffa Memorial Foundation
- KPMG U.S. Foundation, Inc.
- Margaret & R. Parks Williams Charitable Foundation
- Publix Super Markets Charities
- TD Charitable Foundation
- The Father's Table Foundation
- The Henry Family Foundation
- The Joe & Sarah Galloway Foundation
- The Joseph G. Markoly Foundation, Inc.
- The Kent Foundation
- The Martin Andersen-Gracia Andersen Foundation, Inc.
- VNA Foundation, Inc.
- WellMed Charitable Foundation
- Westgate Resorts Foundation

CORPORATIONS | ORGANIZATIONS | CHURCHES

- Heart of Florida United Way
- AdventHealth
- Orlando Health
- Massey Services Inc.
- Meals on Wheels America
- All Saints Church of Winter Park
- St. Luke's United Methodist Church



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.*



HOLIDAY GIFT DRIVE 2020

Our holiday gift drive had a very different look this year. In the interest of safety for our staff, volunteers and all of you who so generously donated to this cause, we opted to collect \$10 gift cards to Publix and Walmart instead of our traditional gift drives. This enabled individuals to purchase cards and mail them to us or drop them off with little to no contact. We had hoped to collect at least 2,000 cards but were stunned to receive gift cards and monetary donations totaling over \$25,000! Thank you to each of you who helped brighten the holidays for our senior citizens and let them know they are loved and not forgotten.

THANK YOU!

VOLUNTEER WITH US!

We have been fortunate to have so many reach out to us during this difficult time to ask how they can help. Social distancing and safety concerns forced us to convert many of our daily Meals on Wheels deliveries to once a week drop-offs of frozen meals.

Now as we begin a slow and careful return to daily deliveries we are welcoming returning and new volunteers to our Meals on Wheels program. Thank you to all who have been with us throughout the pandemic, we could not have accomplished all we did without you.

If you'd like to learn more about volunteering, please contact our Volunteer Coordinator, Maureen Sullivan at msullivan@seniorsfirstinc.org or 407-373-7752 for more information.

