

# GENERATIONS



## CORPORATE | FOUNDATION SPOTLIGHT: DUKE ENERGY FOUNDATION

Duke Energy began serving customers in Florida more than a century ago. At its very foundation is a commitment to serve customers and communities. The company serves approximately 1.9 million retail accounts, bringing electricity to more than 4 million people and businesses in 35 counties.

Charitable giving and volunteerism are an integral part of Duke Energy's commitment. The Duke Energy Foundation is focused on helping to strengthen and uplift communities with grant funding highlighting vibrant economies, climate resiliency and justice, equity and inclusion. The company believes strong vibrant communities do not happen by accident, but are the result of hard work and significant investments of time and key partnerships to solve daunting challenges.

The Duke Energy Foundation provides more than \$30 million annually in philanthropic support to meet the needs of communities where Duke Energy customers live and work.

In addition to grants, employees and retirees volunteered over 70,000 hours with nonprofits last year that was valued at \$2 million. Added to their volunteer time were gifts to various community programs. And lastly, support for critical health and human services were initiated through their annual United Way employee work force campaign.



Seniors First, Inc. is proud to partner with Duke Energy and the Foundation in serving our community's most vulnerable senior population. Over the years support came in many ways. Duke Energy jumped in after Hurricane Irma ravaged Central Florida in 2017 by providing \$60,000 to help seniors with home repairs from damage caused by the hurricane. When COVID hit in 2020

they again were a safety net in contributing \$10,000 to our food pantry, which went from serving 3,000 pounds of food per month to over 18,000 pounds per month. In addition, Hurricane radios and storm preparedness kits, which included items such as first aid items, whistles, flashlights as well as an emergency checklist and information on how to report a power outage, were donated and distributed to our most at-risk clients. And last, but not least, \$10,000 was recently awarded to Seniors First in support of our Emergency Meals on Wheels program, providing immediate daily prepared meals to clients facing an emergency situation.

Seniors First is so grateful for our partnership with Duke Energy. It takes the community to make a difference in the lives of our senior citizens, enabling them to remain living independently at home for as long as possible. We simply could not do what we do without our community partners. Thank you, Duke Energy, for your continued support.

## PROGRAM SPOTLIGHT: IN-HOME CARE

Imagine the uncertainty of being able to remain living independently in your own home simply because you could no longer get to the grocery store to shop, do your laundry, make the bed, bathe without risk of falling or stand long enough to prepare dinner. Simple tasks that we take for granted become barriers to independence as aging strips away the ability to perform these basic tasks.

This is the reality that many seniors face. Fortunately, the In-Home Services Program at Seniors First has always been there for them with services that include homemaking, personal care, caregiver respite, and companionship. But the caregivers bring so much more than just housekeeping and personal care assistance; they bring a smiling



face, conversation and friendship to their clients. Some seniors are fortunate to have family members to care for them as they begin to face the challenges of aging – but most do not. We hear from clients all the time who tell us, "If it wasn't for her, I don't know what I'd do. She's so good to me and I trust her completely." And that trust is so important. Many clients live alone with no family support and often the visits from homemakers and

personal caregivers are the only people they see on a regular basis.

But Seniors First In-Home Services Manager, Melanie Acevedo, is quick to point out that none of this would be possible without your support. She says, "It's thanks in large part to donors that we are able to ensure these seniors are loved and cared for, that they have clean sheets on the bed, help with personal hygiene and someone to make sure they have their medications and to run errands."

It's amazing the difference a little bit of help can make in the life of a lonely senior citizen. Perhaps our client Doc said it best... "I love and appreciate them beyond what mere words can convey. They are, in fact, my only family, my only treasure."

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SENIORS FIRST

THE 33RD ANNUAL SENIORS  
FIRST TURKEY TROT 5K

MONTHLY GIVING ENSURES SENIORS  
ARE CARED FOR ALL YEAR LONG

## PRESIDENT'S MESSAGE



We've all heard the phrase "respect your elders", but where does it come from? Why does society expect it? And why is respect important?

Showing respect for elders in society is a way of showing that we value them. As senior members of the community with a lifetime's worth of wisdom to teach us, they have a lot to offer. Their firsthand experience of history gives them a unique perspective.

Sadly, modern culture doesn't always cast aging in the best light. Physical aging is often viewed as a shameful process to be avoided. Seniors often report feeling lonely and socially isolated, which has been proven to negatively affect their health. A combination of ageism and isolation can mean many seniors no longer feel valued by the society we live in.

For Seniors First, respect is one of our 4 core values. The other 3 are Service, Integrity and Transparency. These values guide us in our everyday mission to enhance the quality of life of seniors by maintaining their independence and dignity. They are also the foundation and

guiding principles for the work that we do to support seniors who struggle with hunger, mobility, loneliness, and depression to let them know they are loved and cared for.

## #RESPECTYOURELDERS

And, as our work to serve seniors in need continues, please join us in supporting the Meals on Wheels America #RespectYourElders campaign as we celebrate what they can teach us about enduring change and handling life's challenges.

Respect is one of the "life skills" that everyone needs to learn. Learning to respect the rights and values of one another regardless of age, gender, or race, affords us the opportunity to work together toward creating a community of people who have mutual respect for others.

Thank you for helping us to build empathy and compassion to support seniors who need care. We could not do what we do without your support.

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

# HOLIDAY GIFT DRIVE: "CARDS FOR A CAUSE"

In a perfect world every senior would be loved and cared for but the truth is, the holidays can be a lonely time for senior citizens. Your gift of \$20 Walmart or Publix gift cards will allow them to choose the item they most need or want.

## WAYS TO GIVE:

- Our elves will purchase gift cards for you when you **donate online at [www.seniorsfirstinc.org](http://www.seniorsfirstinc.org)** (Under "Additional Information" on the donate page please select "Option": Holiday Gift Drive.)
- **Purchase Walmart or Publix gift cards** in the amount of \$20 each. Please do not wrap. Seniors First will wrap the cards as a special gift.
- **Checks** may be dropped off or mailed to  
Seniors First 5395 L.B. McLeod Rd. | Orlando, FL 32811  
(Please make checks out to Seniors First, Inc. and note "Holiday Gift Drive" in memo)

## DUE DATE: DECEMBER 2<sup>ND</sup>

All efforts will be made to ensure our clients receive their gifts for the holidays, however, Seniors First will use donations received after December 2<sup>nd</sup> at their discretion and solely for the benefit of our clients.)



## BOARD OF DIRECTORS

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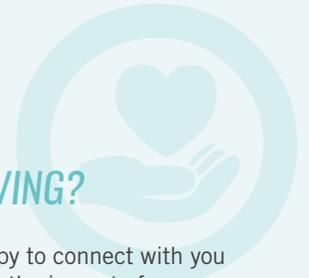
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## FROM THE CHIEF DEVELOPMENT OFFICER: WHY CONSIDER MONTHLY GIVING?

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. By considering making a monthly contribution vs. an annual gift, you help contribute to the longevity of

the organization by providing regular support.

The success of the Seniors First mission depends on individuals like you. 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.

### THROUGH YOUR GENEROUS GIFTS:

- You help prevent senior hunger and malnourishment through Meals on Wheels and Neighborhood Lunch Programs.
- You help strengthen and support seniors through our network of in-home and community-based services.
- You help the seniors in our community avoid or delay the three biggest threats of aging: hunger, isolation and loss of independence.

I would be happy to connect with you to further share the impact of your philanthropy. That can mean joining me on a Meal on Wheels route delivering meals; attending a newly reopened Neighborhood Lunch Program; a visit to our office; meeting for coffee; or simply a chat on the phone. This would be a great opportunity to get to know each other better and allows me to personally thank you for your support.

**Wendy Jackson,**  
*Chief Development Officer*

**PS - Feel free to reach out to me via email at [wjackon@seniorsfirstinc.org](mailto:wjackon@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.**

## 33<sup>RD</sup> ANNUAL SENIORS FIRST TURKEY TROT 5K PRESENTED BY HUB

Ask anyone who's lived in The City Beautiful for any period of time, and they will tell you the Seniors First Turkey Trot 5k is not just one of the oldest and largest races in our area, it's a Thanksgiving tradition for many. Now in it's 33rd year, families, friends and co-workers start their holiday by meeting downtown bright and early at beautiful Lake Eola to participate in "This Race to End Senior Hunger". All runners get a bib, event shirt and finisher's medal.

Whether you run, jog or walk behind a stroller, plan to be there to support Seniors First programs like Meals on Wheels, Neighborhood Lunch, In-Home Care, Guardianship and Stepping Stone Medical Equipment Bank. All programs are designed to keep seniors living, safe, healthy, independent lives in their own homes where they prefer to be.

Costumes are a tradition, and you may find yourself running with turkeys, pilgrims, the occasional super hero or maybe even Santa himself! Come early and join in the costume and turkey call contests, then stay after the race for the kid's Tot Trot!

See you Thanksgiving morning at Lake Eola! For more information or to register go to [TurkeyTrotOrlando.com](http://TurkeyTrotOrlando.com)



**THANKSGIVING MORNING THURSDAY, NOVEMBER 24**  
**SIGN UP TODAY! [TURKEYTROTORLANDO.COM](http://TURKEYTROTORLANDO.COM)**



### 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.



## CLIENT THANK YOU MESSAGE: BIRTHDAY BAGS!

Everyone deserves to be celebrated on their birthday which is why we deliver brightly decorated bags full of travel size personal care items, small note pads and playing cards to each client on their special day. And they are so excited to receive them; but perhaps none more than the voice mail we received from Doris after celebrating her!

*“Good morning! This is Doris thanking you for the lovely token I received yesterday for my birthday. I was so excited! I didn’t know Meals on Wheels would be giving me a birthday token. So thank you very much to you and your team. Keep up the good work. Blessings, blessings, blessings. Shalom, Shalom, Shalom. Hallelujah!”*



### WANT TO DONATE ITEMS TO HELP?

Check out our [Birthday Bag Needs List](http://seniorsfirstinc.org/ways-to-give/giving-options) here: [seniorsfirstinc.org/ways-to-give/giving-options](http://seniorsfirstinc.org/ways-to-give/giving-options)