



Creative Connections Campaign

Transforming the lives of seniors



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Senior Services is a private, nonprofit agency that has been providing assistance in our community for nearly 60 years.

Our mission is to help Forsyth County's seniors remain at home for as long as possible, living with dignity and aging with purpose.

With concern for those who care for senior adults, we also help caregivers through services and education that will benefit them.

Individuals who cannot afford to pay for services are of special concern to Senior Services and receive assistance to every extent possible through philanthropic contributions and available public funds.

SENIOR SERVICES programs include the following:

- The Elizabeth and Tab Williams Adult Day Center
- Meals-on-Wheels
- Home Care
- Help Line
- Senior Lunch
- Living-at-Home
- Elder Care Choices
- Creative Connections



LOOKING AHEAD

The timing is right for Senior Services to expand both the size of our space and the scope of services provided by the Elizabeth and Tab Williams Adult Day Center. The Williams Adult Day Center began operating in its current location in 2000 and was recognized by the National Adult Day Services Association as the BEST IN THE U.S. in 2010.

Since its opening, the award-winning Center has provided a safe, fun and structured day program in a nurturing environment for thousands of seniors, most of whom are living with dementia, while also providing critical support and respite for their family care partners.

THE VISION

Senior Services' vision is to provide a national model for the delivery of services to older people by creating a state-of-the-art, one of a kind intergenerational adult day health/day care center. The new Center will:

- *include a new, larger home for the Williams Adult Day Center;*
- *expand upon research conducted in partnership with Wake Forest University School of Medicine and others; and*
- *integrate programmatic partners to provide healthcare, intentional intergenerational interaction and arts-based activities all under one roof.*

The Intergenerational Center for Arts and Wellness is founded on the belief that how we care for older adults defines our community, and that sound intergenerational relationships, created through meaningful moments of human connection, help our community thrive.

- *Through creativity and the arts we can pass on traditions, celebrate cultures, and tell the stories that invite us to remember our past and build our future together.*
- *Our equity-based focus on health and wellness will help seniors live with dignity and age with purpose while showing younger members of our community how to anticipate aging with grace and joy.*

Our goal is to build a community that celebrates the value of all people at every stage of life by fostering relationships built on empathy and understanding. We are inviting you to help us create a special place that honors and welcomes diverse people of every age until it overflows and becomes a community that believes and proves that together we are stronger.



Above is a rendering of the western-side main entrance.

MAIN STREET ATRIUM

A UNIQUE FEATURE!

Designed to resemble a small town from yesteryear, Main Street is a critical component of the Center's intentional use of Reminiscence Therapy in its programming with adults living with dementia.

- *Reminiscence therapy uses sensory triggers (sight, sound, taste, smell and touch) to help people recall their past.*
- *Research has shown that reminiscence therapy improves psychological well-being and improves quality of life particularly for adults living with Alzheimer's disease and other dementias by boosting mood, decreasing stress and reducing agitation and anger.*

In addition to serving as a connector to all programmatic and collaborator spaces in the building, Main Street will be a public programming space where:

- *there are opportunities for active intergenerational interaction where participants of all ages can engage in pre-planned activity supervised by staff;*
- *passive intergenerational activity will encourage participants to choose their own level of interaction; and*
- *programmatic partners in the Center will have storefront entrances and there will be space for "outdoor" performances, storytelling, areas for all types of play, chairs for relaxing and a retail space for purchasing meals and snacks, and gallery space for viewing art created by seniors, youth and children.*



WHY INTERGENERATIONAL?



While other intergenerational, shared sites exist across the U.S., typically housing a childcare center in a building that also provides space for an adult day care or senior living facility, only Senior Services has as a primary focus the provision of intentional daily intergenerational interaction. Research has shown that:

- *Older adults with daily intergenerational interactions in shared sites have better physical and mental health and less isolation and loneliness;*
- *Older adults with dementia or other cognitive needs experience reduced agitation and increased levels of engagement during interactions with children; and*
- *90% of family caregivers indicate that their family members benefit from the intergenerational program and 97% of adult participants report feeling happy, interested, loved, and needed.*

Smiles abound during an intergenerational Kindermusik class at the Williams Center.





WHY THE ARTS?

Research shows that the arts and creative expression strongly promote health with aging. There is an important correlation between positive health outcomes and activities in which older adults experience a sense of mastery and control.

- *Sense-of-control mechanism – Experiencing of a sense of mastery and control in older people through creating something new and beautiful offers an enormous sense of satisfaction and empowerment.*
- *Influence of the mind on the body – Positive emotions associated with a sense of control trigger a response in the brain to produce more beneficial immune system cells.*
- *Social engagement – Older adults who participate in both creating arts and attending arts events have higher levels of cognitive functioning, fewer physical limitations, and lower rates of hypertension. Many forms of art including chorales, poetry groups, instrumental groups, and groups that engage in painting, writing, drama and dance, provide significant opportunities for social engagement.*



Senior Services' collaborations with Kindermusik (intergenerational music and movement classes), IMPROVment improvisational seated dance/movement classes, volunteer facilitated in-home art lessons, and the integration of the renowned Music and Memory program have all been used successfully to enhance the lives and improve the mental, physical, emotional and/or physical capacity of program participants.



COLLABORATION IS KEY!



Senior Services will continue its ground-breaking work, building upon the success of our 2015 Aging with Purpose Campaign goals, while numerous intergenerational, arts, human services and healthcare/wellness partners will bring their expertise into one location to serve everyone better! The diagram above indicates the new location of our award-winning Elizabeth and Tab Williams Adult Day Center (bottom right), as well as dedicated space for eight collaborating organizations. One of our Senior Lunch sites will also make their new home in the building.

Additionally, we are thrilled to welcome a number of programmatic collaborators who will bring their expertise into the building utilizing any or all of the shared/common spaces throughout the new Center. We will work with all our collaborators to build a common culture within the space in order to achieve coordinated and maximum impact in the lives of all who engage in Center activities.



COLLABORATIVE PROGRAMMING

Collaborators who will be in their own dedicated space include:



Atrium Health Wake Forest Baptist - Atrium Health Wake Forest Baptist and Wake Forest University School of Medicine are excited to expand their partnership with Senior Services by establishing a new clinic and research space in the Intergenerational Center for Arts and Wellness building. This new location, being led by a team of internationally recognized geriatricians and gerontologists from the Sticht Center for Healthy Aging and Alzheimer's Prevention at Atrium Health Wake Forest Baptist Medical Center, will expand their mission to reach an even more diverse population of our community. Services offered at the new site will include memory assessment, geriatric assessment, counseling for families and patients facing challenges with Alzheimer's disease. This site will also allow additional members of the Winston-Salem community to participate in their research mission, helping their team discover new and better ways to care for older adults in the future.



Family Services - Family Services is a private, nonprofit agency that has been serving families and children in Forsyth County since 1905. Family Services currently enrolls more than 600 children (ages birth to five) in their child development programs annually. They are the only child development facility in Forsyth County accredited by the National Association for the Education of Young Children. In addition, Family Services Child Development Programs meet all ten benchmarks for high-quality Pre-K programs established by the National Institute for Early Education Research (NIEER). They provide consultation and referral on nutrition, developmental assessments, and mental health services at no extra charge, and are committed to the enrollment of children from diverse cultural backgrounds.



HandsOn NWNC - HandsOn NWNC mobilizes people and organizations that inspire community change. Each year, they provide a wide variety of leadership, training, and technical assistance opportunities to staff, board members, and volunteer leaders within their diverse network of more than 500 nonprofits in Forsyth and surrounding counties. They also engage approximately 5,000 volunteers in service across that network. They look forward to being more easily accessible to collaborators, widening the scope of nonprofits engaged with programming in the Center, and discovering new ways all of us can work together.



Hispanic League - The Hispanic League's mission is to improve the quality of life of Hispanic/Latinos through promoting community inclusion, education, health and multicultural understanding. The intergenerational impact of working with older adults and the collaboration of multiple shared partners will benefit the broader community, including the aging Hispanic/Latinx population, to embrace a culture of caring for all.



Novant Health - Novant Health will have a multidisciplinary healthcare space in the Intergenerational Center for Arts and Wellness, and plans to host a Healthy Living Speaker Series. This speaker series will be a monthly program where Novant Health supplies subject matter experts in health-related topics to educate the community.



Sawtooth School for Visual Art - Sawtooth School for Visual Art (SSVA) is dedicated to providing fine arts and crafts education and aims to actively eliminate barriers to equality while increasing diversity and continually building trust with all ages, skill levels and abilities. SSVA studios at the Intergenerational Center for Arts and Wellness will include professional level studios dedicated to educational programming in textiles and ceramics as well as dedicated Artist in Residence programs. Ceramics classes will include wheel-throwing, hand-building, glazing, design, and clay sculpture while textiles classes will focus on the age-old processes of dyeing, spinning, weaving, and felting.



Second Harvest Food Bank of Northwest NC - Second Harvest Food Bank shares Senior Services' commitment to providing access to nutritious food for seniors and our community as a whole. They know that food is the foundation for a healthy, active life. Through Second Harvest's Providence programming, they will provide quality food to Senior Services participants, volunteers, and partners as well as community members in the Generations Café - a fun, engaging environment that will also serve as a training location for their Providence Culinary Training students and graduates. In addition, through their Nutrition Services team, they will deliver nutrition education classes helping individuals understand how to prepare healthy, delicious meals and snacks.



Winston-Salem State University - Winston-Salem State University will provide multidisciplinary educational and clinical services within the Intergenerational Center for Arts and Wellness. Seniors will have access to a complement of services, including occupational and physical therapy, therapeutic recreation, social work, health care management, and much more offered by experts in their discipline areas.

COLLABORATIVE PROGRAMMING

Collaborators who will utilize shared spaces include:



Arts Council of Winston-Salem & Forsyth County - Arts Council is the chief advocate of the arts and cultural sector in Winston-Salem and Forsyth County. Their goal is to serve as a leader in lifting up, creating awareness and providing support to grow and sustain artistic, cultural and creative offerings throughout our region. They acknowledge that it takes every voice, every talent, and every story to make our community a great place to live, work, and play. Arts Council is committed to serving as a convener, connector, and promoter of conversations and arts programming that are authentic, inclusive, forward-thinking, and serve ALL members of our community. They believe the programs and offerings at the Intergenerational Center for Arts and Wellness will enable them to work collaboratively to demonstrate the positive impact of intergenerational interaction within the arts, while increasing access to the residents of our community, no matter their age or background.



Cancer Services - Cancer Services, Inc. is the Triad's community of caring for people facing cancer and has served cancer patients in the community for over 65 Years. "Enhancing Health, Life & Survivorship" is our passion. Our healthy living programs at ICAW are fun and practical and will be offered in English and Spanish. Healthy living topics include nutrition, movement, cooking, and seminars on health-related topics in order to decrease cancer risk and promote early detection. Survive & Thrive cancer survivorship programs are inclusive of individuals facing any type of cancer, as well as caregivers, and support all in living fully after a diagnosis of cancer.



40+ Stage Company - 40+ Stage Company is an amateur theatre company that focuses on issues of concern and relevance to adults in their middle years and beyond. Their outreach programs are specifically extended to organizations that provide services and support to aging adults. The 40+ Stage Company creates greater awareness of ageism in the community and provides opportunities for older adults to participate in the theatre.



IMPROVment® - Founded by Christina Soriano, Vice Provost of the Arts at Wake Forest University, IMPROVment is a collective of dance educators, neuroscience researchers, physical and occupational therapists and community artists who utilize improvisational movement to emphasize physical and mental fitness. IMPROVment creates important connections and reduces isolation experienced by seniors who live alone while also improving their physical health and mobility.



The Shepherd's Center - The Shepherd's Center of Greater Winston-Salem will offer ongoing health and wellness programs for older adults including exercise (e.g. Tai Chi, Yoga, dancing) and educational classes. Art, technology, nutrition, music and personal development programs will be offered in addition to caregiver education and support opportunities. Medicare education and counseling services through the Seniors' Health Insurance Information Program will take place regularly.



Trellis Supportive Care - Trellis Supportive Care (formerly Hospice & Palliative CareCenter) has been providing support to patients facing serious illness and end of life since 1979, caring for patients in any setting including our Kate B. Reynolds Hospice Home. They will bring to the collaboration an array of community outreach programming including caregiver hands on skills training, grief counseling services including art and music therapies, Advance Care Planning workshops, Veterans outreach, and general education on topics related to serious illness

University of North Carolina School of the Arts - UNCSA faculty and students will engage with Senior Services at the Intergenerational Center for Arts and Wellness facility to enrich cultural prosperity in Winston-Salem. By working across generations to provide health- and wellness-focused arts education, performances and therapy activities we hope to eliminate barriers and broaden community access to these valuable services.



Wake Forest School of Medicine Maya Angelou Center for Health Equity - The Maya Angelou Center for Health Equity is eager to collaborate with Senior Services to conduct Caregiver College. Caregiver College aims to: 1) Improve informal caregivers' understanding of Alzheimer's disease and co-occurring disorders, 2) Enhance the quality of life for patients and caregiver's by providing supports that reduce isolation and depression, 3) Provide strategies to manage symptoms associated with Alzheimer's disease and co-occurring disorders, and 4) Fill a gap in culturally sensitive health education and awareness on Alzheimer's disease, brain health, and dementia caregiving skills for African Americans.



Winston-Salem Symphony - In collaboration with Senior Services, the Winston-Salem Symphony would like to provide music programs and activities to serve the socio-emotional and educational needs of older adults and younger people at Intergenerational Center for Arts and Wellness. Music programs and activities include an adult beginning orchestra, Piedmont Learning Academy for Youth (P.L.A.Y.) Music violin classes, drumming classes, and performances by our Youth Orchestra musicians.

CAMPAIGN BUDGET

Creative Connections Campaign Preliminary Budget

PRELIMINARY EXPENSES

Construction of the Intergenerational Center for Arts & Wellness	\$18,500,000
Technology	800,000
Furniture, Fixtures, Equipment	625,000
Expand and Sustain Meals-on-Wheels and Group Meals for seniors at high risk for malnutrition <i>\$425,000 per year for 5 years</i>	2,125,000
Expand and Sustain the Home Care Program <i>\$350,000 per year for 5 years</i>	1,750,000
Creative Connections Program: <i>\$600,000 per year for 5 years</i> <i>This initiative will support the collaboration necessary to create lasting impact for all people served by partners who will be sharing this new space with Senior Services.</i>	3,000,000
Senior Services Center Replacement of aging HVAC System	250,000
Professional Services Architecture, Engineering, Legal, Real Estate	700,000
Campaign Expenses Professional Consulting, Campaign Management, Materials, Events	<u>250,000</u>
TOTAL PRELIMINARY EXPENSES	<u>\$28,000,000</u>

PRELIMINARY SOURCES OF REVENUE

Creative Connections Campaign-Local, State and National Sources	\$24,000,000
New Markets Tax Credits and Sale of Current Williams Adult Day Center Building	4,000,000
TOTAL PRELIMINARY SOURCES OF REVENUE	<u>\$28,000,000</u>



“Action.” - by Dr. Donovan Livingston

Somewhere, her fingers are splayed on ivory keys
Humming middle C's, a choir in tune
Acquiring time like notes on staff
She lives a life beyond measure.

She could always summon pleasure from despair
And it was there, in her songs,
I learned to steal joy from tribulation
To seek wonder underneath the heavens
Yet my melody could never be
Quite as righteous.

A life of meaning
Amounts to memories lost and relived
It's lullabies and hymns landing wistfully
In the night sky
Across space and time
From her generation to mine.

A reminder that
Lost words on empty tongues
Find themselves in the strumming
Of a baby grand
Her hands could move mountains
And with age, came grace
And every wrinkle, an atlas –
A map I still follow to this day.

I count paces like blessings
In search of spaces to say “thank you”
To build monuments to shared moments
I reminisce and whisper gently into pressed palms
Praying I fall into her open armed wisdom
Asking a million questions, to learn a million lessons
She made a living giving life through song.

So let us dance, like fingers flicking fading chords
Let us create with the fervor of a first step,
Walking in a legacy of love and resilience
With the brilliance of grandmother's gold-toothed grin
Celebrating friends and family, blood and chosen
There's so much that goes into every smile.

Somewhere, someday – these bones of *mine*
Will click like the metronome atop that old Steinway
Where all her music still moves at the rate of recollection
A rhythm unto itself, everlasting.



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