



THE KEY TO AN ACTIVE LIFE!

Presentation to Members of the Stamford
Board of Reps, Fiscal Committee
April 12, 2019


BACKGROUND

- Senior Centers like the Stamford Senior Center (“SSC”) play a vital role in supporting all seniors, but particularly those who live solely on their social security benefits and struggle to make ends meet.
- Research shows that older adults who participate in senior center programs can learn to manage and delay the onset of chronic disease and experience measurable improvements in their physical, social, spiritual, emotional, mental, and economic well-being.
- National studies have shown that keeping older adults healthy, active and socially engaged reduces isolation as well as depression and the risk of falls that otherwise lead to unnecessary hospitalizations and nursing home stays - both of which come at great cost to CT and Stamford taxpayers.

EXECUTIVE SUMMARY

- The SSC is a vibrant, essential service organization in the City of Stamford, serving the needs of Stamford's ever growing senior population, especially its down town seniors. Demand for its services is growing.
- 25% of Stamford's population, or approximately 32,000 individuals, are 55 and older, and many have elected to age in place. A healthy engaged senior population benefits everyone in Stamford.
- Unlike most senior centers which are 100% funded by the municipality, the SSC is required to undertake independent fundraising activities to support all of its services, which is challenging in the face of decreased state support and overall difficulty in attracting private donors to the cause of seniors.
- Increasing membership and participation, and the need for relevant programming specific to seniors (e.g., memory skills, bone health, etc.), result in increasing program costs which is the basis for our request to the City for \$240,000 in financial support in the 2019-2020 fiscal year.
- The SSC is operating at capacity and, therefore, is restricted in the services it provides by space limitations and parking issues, in the face of increasing membership and participation. This is an issue which the SSC wishes to begin to address with the City.

AT A GLANCE

- Founded in 1996
 - A 501c(3) not-for-profit, non-sectarian corporation
 - One of just two Senior Centers in Fairfield County that is not municipally run.
 - Member-based organization, open to those 50 and older
 - Membership is \$50/year for single person and \$80/year for a couple and most classes are free – *“the best deal in town”*
 - 4 FTE including Executive Director
 - Management overseen by a 20 person independent Board of Directors
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THE STAMFORD SENIOR CENTER MISSION

MISSION: To provide affordable opportunities for older adults to be active and healthy in mind and body, and remain connected to the community, in a safe, welcoming and diverse environment.

GOAL: Healthy, engaged seniors benefit the entire community of Stamford by reducing the need for other municipal services and hospital stays.



Tai Chi Classes



Technology Classes

SENIOR LIFE IS ENHANCED AT THE SSC THROUGH...

Learning - lectures, language classes, arts, technology

Independence - fitness classes to keep seniors healthy and promote independence

Friends - socialization and opportunity to meet new people and find old friends

Energy - dance classes, multi-cultural celebrations and trips

See Appendix for Program descriptions



AGING TRENDS IN STATE & CITY

- A 2015 study by the *CT Commission on Aging* found that between 2010 and 2040, Connecticut's age 65 years and over population is on pace to increase by 57%.
- According to *Connecticut's 2017 State Plan on Aging*, CT residents, on average, live 16 years past the typical "retirement age" of 65 and one in four retirees in the state live solely on their social security income. (This number is higher for women and minorities).
- Stamford's 55 and older demographic accounts for 25% of the city's total population (approximately 32,000 people) and based on the aging demographics of the state, that number will likely continue to grow. (1)

(1) As reported by the United States Census on www.factfinder.census.gov

SSC PARTICIPANTS

- Participation in 2018 increased by 12% from 2017, with a total of 875 seniors participating in programs during the course of the year.
- 2018 daily attendance averaged 180 seniors, up from 150 in 2017
- YTD 2019 attendance is up by double digits across all programs
- 75% of participants are women, and over half of them live alone
- Average age of participants is between 75-79
- Hispanic membership, currently 18%, growing rapidly

See Appendix for Membership and Participation Statistics



DURING 2019 Q1:

- 567 seniors attended SSC programs, up from 434 during the 1st quarter of 2018. This is a 27% increase over the previous year.
- Exercise classes have seen a 25% increase in attendance
- Lifelong learning program attendance has increased by 45%
- Computer/IT class attendance increased by 35%
- Health & Wellness Program attendance increased by 34%

CONCLUSION: The demand for SSC services is strong and growing.



2018 PROGRAM STATISTICS

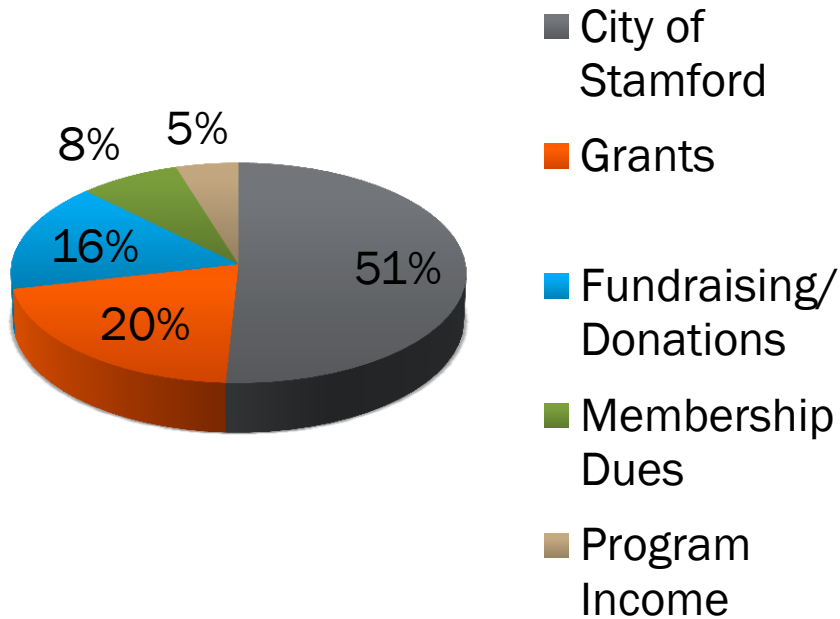
- 875 participants attended programs at the SSC during the year
- 44,500 event check-ins across all programs
- 16,900 hours of programming including..
 - 7,965 hours of Fitness Classes
 - 3,300 hours of Recreational Programs
 - 568 hours of Health & Wellness Programs
 - 596 Hours of Multi-Cultural Programs
 - 388 hours of Lifelong Learning Programs

See Appendix for Program Details

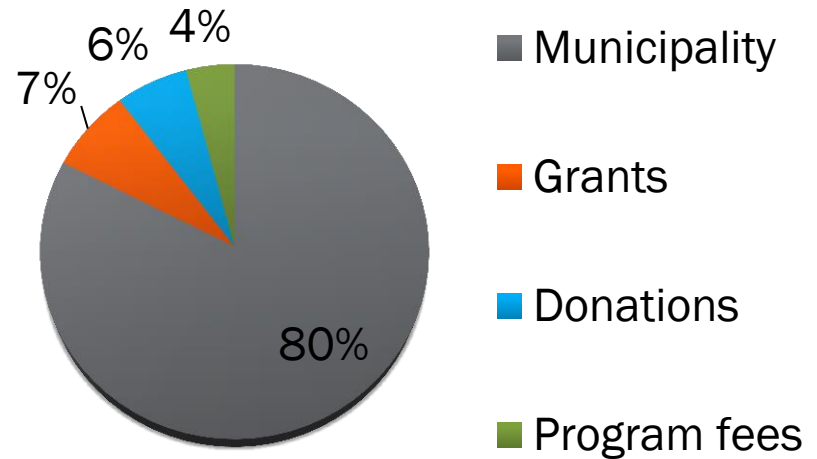


SOURCES OF REVENUE

Stamford Senior Center



Survey of 160 Senior Centers across CT *



Value of in-kind space provided by City is not included in the above

* Collected from A 2011 Profile on Senior Centers in CT done by the CT Association of Senior Center Personnel

SSC CHALLENGES

The greatest challenge the SSC faces is lack of physical space for both programs and parking.

- Rooms are being used at full capacity with no room to grow additional programs.
- Parking poses a challenge for our members who have to navigate the Government Center garage and often cannot find parking. The spots designated for the SSC on the 3rd floor of the garage are inadequate to meet the needs of our members. We have lost members because of this situation.
- We often have to turn seniors away who wish to take part in our monthly celebrations – our popular social events - because registrations exceed the number of people we can safely accommodate in our auditorium.
- The SSC wishes to begin to discuss these challenges with the City.

The SSC is very grateful to the City of Stamford for its continued financial support and for its in-kind donation of facility space at the Government Center.

We invite you to stop by the center anytime to see how Stamford's taxpayer dollars are put to use to support our older adults.

Support our 2019 Lives Blossom Fundraiser, which will be held on May 2, 2019, at the Sheraton.

Follow us on:

- Our Website at www.stamfordseniorct.org
- Facebook
- Instagram
- Join our Constant Contact Mailing list
- Become an SSC member and get our bi-monthly newsletter mailed to you

THE STAMFORD SENIOR CENTER BOARD OF DIRECTORS CORDIALLY INVITES YOU TO



Lives Blossom

A Celebration of the Stamford Senior Center

Thursday, May 2, 2019 • 6:00 - 8:30 pm

The Sheraton Hotel, 700 E. Main St., Stamford, CT

HORS D'OEUVRES • BEER & WINE OPEN BAR • SILENT AUCTION
To benefit the Stamford Senior Center

RSVP by April 20 • Tickets \$125 per person

Please return the enclosed reply card or register at www.stamfordseniorct.org



HONORING



Dr. Allison Ostroff
Director of
Geriatric Medicine
Stamford Hospital



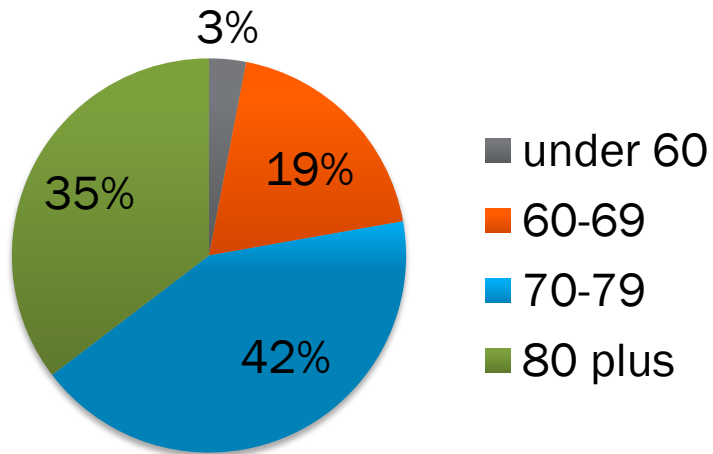
Rene Soto
Director of Latin Colors
Magazine, & Owner of
Rene Soto Art Gallery



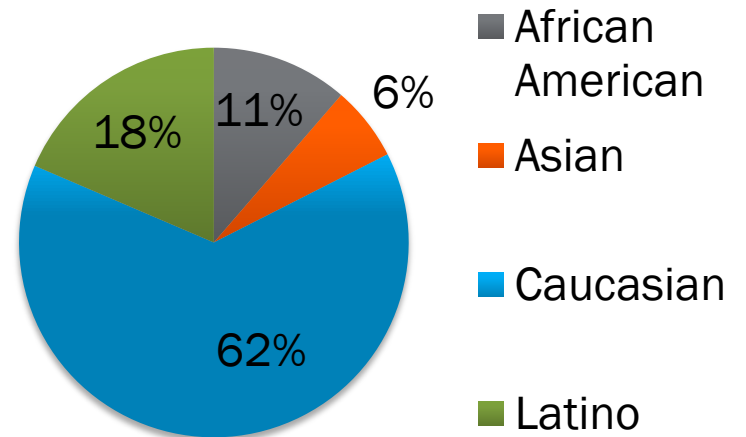
APPENDICES

MEMBER DEMOGRAPHICS

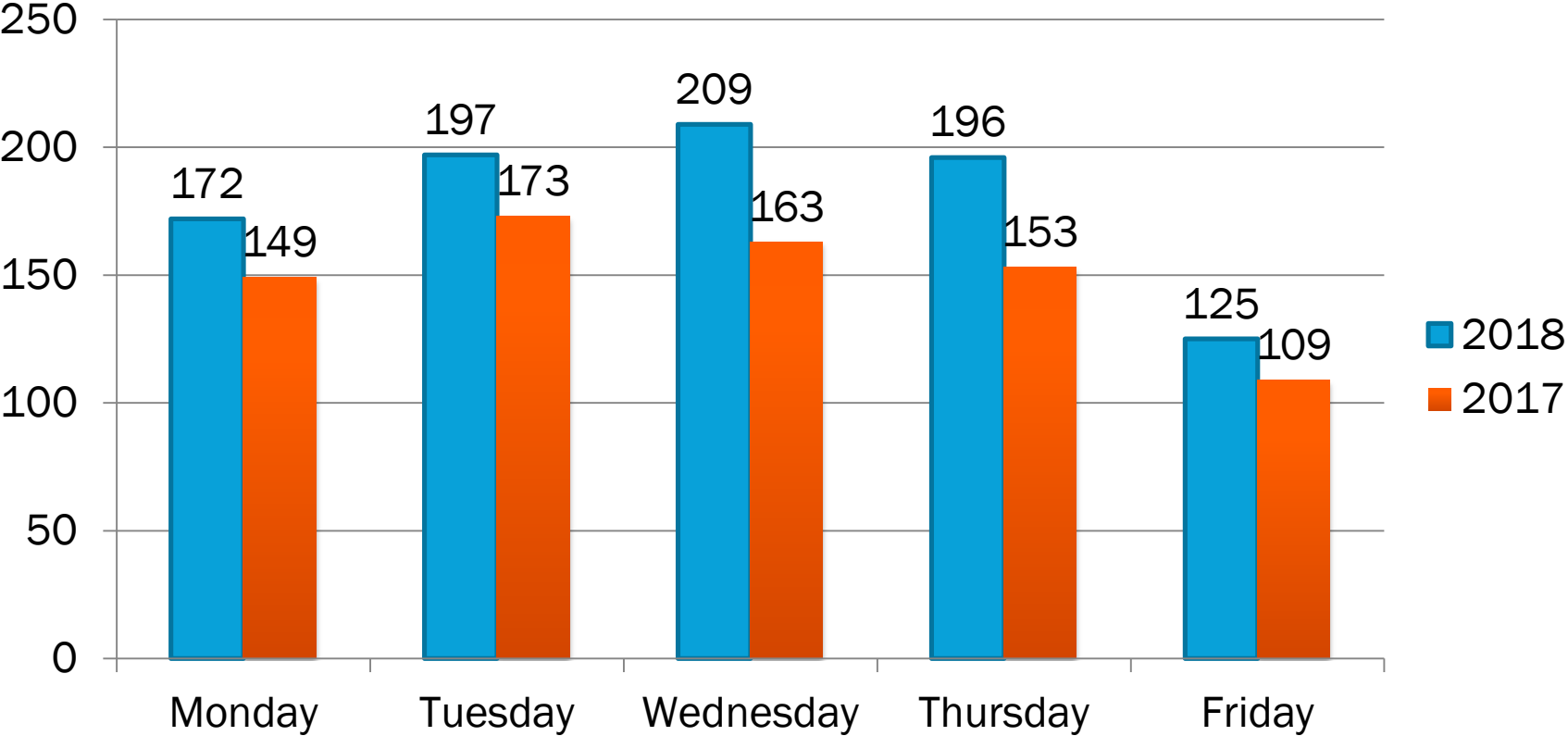
Age



Ethnicity



AVERAGE DAILY ATTENDANCE



LECTURES/ HEALTH & WELLNESS

- **Health & Wellness lectures by Stamford Health**
- **Total Brain Health**
- **Social Security**
- **Medicare & Medicaid**
- **Elder Abuse**
- **Fall Prevention**
- **Financial Topics**
- **Scams targeting the Elderly**



EXERCISE CLASSES

Aerobics

International Folk Dancing

Line Dancing

Strength Training & Conditioning

Stronger Bones

Tai Chi

Tone & Stretch

Total Body Workout

Yoga

Zumba Gold

Tap Dancing



SENIOR HISPANIC PROGRAM

Bi-lingual Program that serves over 90 Spanish speaking older adults

Programs include:

- English as a Second Language Classes
- Citizenship Preparation Classes
- Health & Wellness talks and Screenings
- Arts and Music
- Computer classes
- Benefits Counseling & assistance
- Multi-Cultural Trips and Celebrations

Funded in part through Older Americans Act Title III B funding through Southwestern CT Agency on Aging

