

2014 Annual Report Content

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Mission Statement:

Douglas County Senior Services, Inc. is committed to creating opportunities that allow older residents of Douglas County to remain independent and active in their homes and in their communities.

Director's Report

Reinventing Retirement

Douglas County Senior Services, Inc. (DCSS), the City of Lawrence, and the Douglas County Commission mutually agreed to work toward building a vibrant community for people age 55 and older. A community-wide task force gathered insights to understand the needs and desires for boomer-age people entering retirement. Their recommendations set a new course for DCSS to support active retirees, as a complement to existing services for older seniors.

From this effort, two strategic initiatives emerged:

- To develop an economic growth initiative to retain the community's existing retirees, and attract new retirees to Lawrence and Douglas County.
- To position DCSS as the single-source of information for an aging community.

In planning for this future, DCSS discovered a gap between where DCSS is today, and where it needs to go to engage thriving, active retirees. This gap exists in part because boomers are demanding a different retirement experience than that of their parents. They desire an active and involved lifestyle in a community that understands them.

Together DCSS, the City of Lawrence and Douglas County are working towards setting the foundation to build a vibrant retirement community and to transition DCSS to its bright future.

ReINVENT Retirement: Live the Lawrence Life

Born 1946 – 1964, Baby Boomers comprise the largest generation of Americans turning age 65, reaching this age at 10,000 a day until 2030. Annually, this equates to approximately 4 million people nearing retirement age and collectively, positions them in a place of economic power. While an aging population is sometimes viewed as a costly burden, it is actually an untapped opportunity. Many retirees have steady incomes and spare time to invest in their communities. This has led some people to speak about retirement as America's newest growth industry.

In 2014, Douglas County Senior Services led the initiative to develop a 5-year marketing program to retain and attract retirees to Lawrence and Douglas County. To make the initiative a reality, the City of Lawrence and the Douglas County Commission provided funding, contingent upon DCSS fundraising to match the contribution.

Branded ***ReINVENT Retirement: Live the Lawrence Life***, the program communicates the boomer desire for a retirement that is different from their parents' retirement. The promotional plan will spread the message using public relations, social media, and networking, and it will require collaboration with community partners who have a stake in attracting retirees to our community. A volunteer ambassador team was established to conduct courtship tours and community presentations to communicate the benefits of retiring in Lawrence and Douglas County.

Ambassador Team Members:

Co-Chairs Hank Booth and Judy Wright

Hugh Carter

Jerry Niebaum

Kay Brada

David Johnston

Donna Bell

Piet Knetsch

The marketing program will launch in 2015.

Community Services

Safe Winter Walkways is a partnership with the City of Lawrence to provide volunteer snow shoveling for Lawrence residents with public sidewalks who need assistance due to age or disability. In 2014, 80 seniors were paired with 54 volunteers who shoveled walkways so seniors can maintain independence in their homes.

Senior Health Insurance Counseling for Kansas (SHICK) assists seniors with Medicare questions and Part D open enrollment. In 2014, DCSS staff and volunteers recorded 2,343 client contacts. The SHICK Call Center located at the United Way Center for Human Services has been in operation since 2004. Specially trained, local volunteers work the statewide SHICK hotline on Thursdays. In 2014, our volunteers answered 829 calls from people across the state of Kansas. During 2014 Part D Open Enrollment, DCSS delivered 42% of SHICK contacts in only 7 weeks; representing a 15% increase versus prior year.

Caregiver Support Group provides emotional and practical support for seniors who are caring for someone who is unable to carry out the activities of daily living. The group meets twice a month at Douglas County Senior Services.

Adopt a Senior program anonymously matches needy seniors to caring community members who provide gifts for the holidays. Eighty-seven seniors received packages in 2014.

The AARP Tax-Aide Program provides free income tax assistance for Douglas County seniors (and others) of low to moderate income. Forty-three trained and certified volunteers assisted 1,875 taxpayers in 2014.

Legal Services: Free legal advice for Douglas County residents age 60 and over is provided on the third Friday of each month at Douglas County Senior Services. Kansas Legal Services provides this assistance as part of the Elder Law Project. Services provided include document generation such as wills, power of attorney, and transfer on death deeds. Appointments are scheduled in half-hour increments from 9 am – noon.

Information Distribution

The Community Services Department provides information about community services and assists seniors in accessing resources. DCSS provided 27,039 units of information and served 1,370 clients in 2014.

- 60 & Better is a monthly newsletter that keeps Douglas County seniors up to date. It features articles about retirement, and lists upcoming events, meetings and support group schedules. The Lawrence Journal World designs, prints, and mails the publication.
- Senior Resource Guide is a directory of services, programs and resources important to seniors and to people who care for them. Sunflower Publishing designs, and distributes the publication to more than 15,000 households in Lawrence and Douglas County.

Senior Meals Program

The mission of the Senior Meals program is to improve the lives of Douglas County residents age 60 and older by serving well balanced, nutritious, and satisfying meals.

The Senior Meals Program serves 255 lunch meals each weekday at four Dining Centers and to homebound seniors. To qualify for the meals, participants must be 60 or older, be a spouse of a 60 or older participant or disabled person, less than 60 residing with a person who is 60 or older. To qualify for home delivered meals, the participant must be homebound and unable to attend a dining center due to physical limitations.

Although there is no charge for the meal, a \$3.25 donation is requested. A 24-hour advanced reservation is required.

Dining Center Locations:

Douglas County Senior Services, Inc.
745 Vermont Street
Lawrence, KS 66044
785 842 0543

Babcock Dining Center
1700 Massachusetts Street
Lawrence, KS 66044
785-842-6976

Baldwin City Dining Center
1221 Indiana
Baldwin City, KS 66006
785 594-2409

Eudora Dining Center
Pinecrest II Apartments
924 Walnut
Eudora, KS 66025
785-760-1504

2014 Senior Meals Program Statistics

Number of seniors who attended Dining Centers	275
Number of seniors who received home delivered meals	306
Total number of seniors served	590
Total number of meals served.....	51,139

Senior Wheels Program

Senior Wheels provides Douglas County seniors door-to-door transportation for medical, nutritional and personal purposes. Transportation for those individuals requiring a wheelchair lift or ramp is available. Rides are provided weekdays from 7:30 am – 3 pm.

2014 Senior Wheels Program Statistics

Total number of rides.....7,885

Financial Statement

(add numbers)