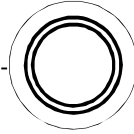


***The Transformational
Congregate Meal Program***

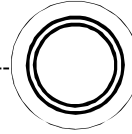
Our Culture



“Good leaders have the courage to create the ‘necessary ending’ and bring about new energy, and a new way, that can be the source of real hope instead of empty wishing.”

-Henry Cloud, Ph.D.

Who We Are



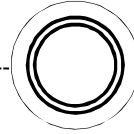
- *We make a meaningful difference in the emotional, social, physical well-being of older adults; preserving their independence, improving their quality of life, and connecting them to the community.*

- **Established in 1978, Non-profit, 501.c.3**

- **Designated aging service provider for Fayette County, Georgia**
 - *County Based Agency (CBA) under Atlanta Regional Commission's Area Agency on Aging (AAA).*

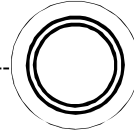
- **Responsible for the management and delivery of services to include:**
 - *Multipurpose Life Enrichment Center*
 - *Supportive Services: MOWs, congregate meals, transportation, in-home services, I&A, care management, adult day care, home repair, Ani-meals.*
 - ✦ *Supported by public funds, cost-share, client/private donations, private pay, grants, fundraising activities.*

Our Philosophies



- Place a **VALUE** on what we provide so that it will be **VALUED**.
- High **QUALITY** is a standard feature.
- Effective **CHANGE** starts with really small steps.
- See the world through the eyes of the people we serve.
- **NEVER** offer something we wouldn't want for ourselves.
- Know your audience. Really, know your audience.

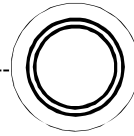
Life Enrichment Center Example



- **Life Enrichment Center**
- **New facility opened in 2008 with 38 members of our congregate program.**
 - *Nearly 2,000 active members today – approx. 41 congregate program*
 - *Average 4,200 recorded activity participations each month*
 - *85% of members are actively engaged on a regular basis*
 - *Nearly one-third of members are 50-65 years old. Average congregate client is approximately 72 years old.*
- **Membership-based (private pay) - Adults age 50+**
 - ✦ **Annual dues:**
 - **\$25/year in-county residents | \$45/year out of county**
 - *Includes \$5 optional tax-deductable donation*
 - **Fitness Center \$30/quarter**
 - ✦ **Congregate Meal Program and private-pay café for members.**
- **More than 60 free and fee-based monthly programs, classes, and special events**
 - ✦ **Social, leisure, fitness, educational. Live well/age well focus.**
 - ✦ **Clayton State University campus for Lifelong Learning**



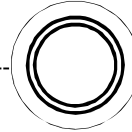
The Ultimate Attraction Tool



- **The Ultimate Café**
 - *Nearly 28,000 private pay meals and 7,200 congregate meals served in FY12.*
 - *2010 Platinum Plate Award Winner – Fayette Chamber Community Expo*
 - *Same high quality menu selection and choices for Congregate Meal Program participants and private pay Center members.*
- **Community Partnerships.**
 - *500 lbs. of fresh produce supplied annually by Fayette County Master Gardeners*
 - *Additional produce from on-site Therapeutic Garden*
 - *Partnership with Panera Bread Company*
- **Launched The Ultimate Catering in 2010**



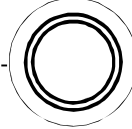
Congregate Schmongregate – Reinvent Your Program!



- **We don't think FOR our participants – We solicit input and work together.**
 - **Participants define the program.**
 - ✦ *The program doesn't define the participant.*
 - **Renamed the S.T.A.R. Program (Seniors Together After Retirement).**
 - **Collaboration to address small challenges associated with program integration into private-pay multipurpose Center program.**
 - ✦ *Subsidized meal interface with private pay*
 - ✦ *Activity choices (structured, self-directed)*
 - ✦ *Marketing transparency*
 - ✦ *Communication with participants and families.*



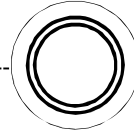
Seamless Integration Within a Multipurpose Center It Can Be Done!



- **Very few differences between dues-paying Center members and S.T.A.R. (congregate) program participants.**
 - *Offered fixed-route transportation to/from Life Enrichment Center (cost share)*
 - *Choice between participating in a “structured” program or self-directed activities.*
 - *No charge for meals.*



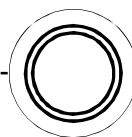
Tips for Success!



- **Remove negative ageisms!**
- **Don't think one-dimensionally.**
- **Know your regulatory boundaries and then re-invent the program *but not the wheel*.**
- **Know what works best in your community.**
- **Ask appropriate questions in satisfaction surveys.**
- **Ask yourself the tough questions.**
 - ✦ ***What would you do if you differently if you owned this business?***
 - ✦ ***What are the "weak signals" we're hearing?***
 - ✦ ***What will your program look like in 5 years or in 10 years?***



FAYETTE SENIOR SERVICES
Life Enrichment Center 
Making Life Better™



**WOULD YOU ATTEND
YOUR OWN PROGRAM?**

