

# COASTAL SENIORS

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People helping people.

**Board of Directors:** Donors, Clients, Staff and Volunteers:

Carolyn André  
(Chair)

Here's the deal—Meals on Wheels matters. It changes and sometimes saves lives. It improves health and nutrition. It provides regular safety checks to our most vulnerable seniors. It provides a connection to resources that seniors may have otherwise gone without. I challenge anyone who says or believes otherwise to spend some time volunteering with Coastal Seniors. Before then, I'd encourage you to read through studies done by Brown University that demonstrate the overall positive impact of the program (See [www.news.brown.edu](http://www.news.brown.edu) or [www.mealsonwheelsamerica.org](http://www.mealsonwheelsamerica.org) for details).

Susan Sandoval  
(Vice Chair)

You can image how Coastal Seniors' staff, Board of Directors, clients, and volunteers felt after hearing the shocking assumptions that Meals on Wheels is a "low" or "limited-impact program" and that, as a result, the 2018 Federal Budget proposes a 35% cut to Older Americans Act (OAA) funding. The information that's not provided by the budget blue print is that OAA funding supports other nutrition programs, like our weekly senior lunches. So in truth, we have not one but two programs at risk.

Steven Winningham  
(Secretary)

Another misconception not made clear by the federal blue print is the difference between the funding that Meals on Wheels America (MOWA) receives and funds provided to Meals on Wheels programs that are run by local non-profits like Coastal Seniors. You may have heard the rumor that Meals on Wheels programs stand to lose \$3 million. Not true. MOWA is the organization that's up for the \$3 million cut. MOWA does not deliver services to seniors. Instead, it acts as a member association for senior programs across the country. Our organization is just one of 5,000 senior organizations that belong to MOWA. MOWA helps support senior programs by providing grant opportunities, advocacy for seniors, educational opportunities for staff, and major research projects to propel services. A \$3million cut to MOWA would be detrimental to the work it does for senior services on a national level.

Marghi Hagen  
(Treasurer)

As stated previously, programs that receive OAA funding stand to lose 35% - that's roughly \$514 million nation-wide! And the groups that get funds plucked first tend to be small organizations like ours; the ones that are easiest to overlook because of our rural location and small population.

Paddy Batchelder

It certainly isn't the first time we've seen this happen and we are prepared to stand strong. We still have months to go before the federal budget is approved. Until then we will work with our team to fight funding cuts to our programs. Along the way we will need your help advocating for the crucial services provided to our senior community. Keep an eye out for announcements on how you can help. And as always, thank you so much for the amazing support to our programs and the seniors we serve. We are lucky to have this unique community behind us.

Bruce Garland

Randy Jones

Michael Staples

Walt Wells

Kathy White

Sincerely,  
Micheline Kirby  
Executive Director



## Open Enrollment Period!

Thursday, May 18, 2017

12 p.m.—2 p.m.

VFW Hall, Point Arena

(24000 S. Highway 1)

**Help keep Mendocino County tax dollars local while supporting yourself and/or your family with money for groceries.**

Make an appointment with your representative today (walk-ins also welcome):

Who are you?	Who to call for an appointment on 5/18:	Phone Number:
Youth, Family or Adult	Action Network RCMS	(707) 884-5413 (707) 884-4005 X 308
Senior (60 years old or older)	Coastal Seniors	(707) 882-2137

Hosted by:



**COASTAL SENIORS**

People helping people.



# Older Americans Month 2017: Age Out Loud

Did you know that May is Older Americans Month? Getting older doesn't mean what it used to. For many aging Americans, it is a phase of life where interests, goals, and dreams can get a new or second start. Today, aging is about eliminating outdated perceptions and living the way that suits you best.

Take Barbara Hillary, for example. A nurse for 55 years who dreamed of travel, at age 75, Hillary became the first African American woman to set foot on the North Pole. In 2011, at age 79, she set another first when she stepped onto the South Pole. Former president George H.W. Bush celebrated his 90<sup>th</sup> birthday by skydiving. Actress Betty White, now 95 years old, became the oldest person to host Saturday Night Live in 2010, coincidentally during May—the same month recognized as Older Americans Month (OAM).

Since 1963, OAM has been a time to celebrate older Americans, their stories, and their contributions. Led by the Administration for Community Living (ACL), the annual observance offers a special opportunity to learn about, support, and recognize our nation's older citizens. This year's theme, "Age Out Loud," emphasizes the ways older adults are living their lives with boldness, confidence, and passion while serving as an inspiration to people of all ages.

COASTAL SENIORS will use OAM 2017 to focus on how older adults in our community are redefining aging—through work or family interests, by taking charge of their health and staying independent for as long as possible, and through their community and advocacy efforts. We can also use this opportunity to learn how we can best support and learn from our community's older members.

Throughout the month of May, COASTAL SENIORS is asking seniors in our community who are 60 years old or older to tell us what makes you bold? How do you stay active? What new activities have you begun? How do you stay connected?

We invite you to tell us how you are aging out loud by making a statement in the box provided below and mailing it to Coastal Seniors at PO Box 437, Point Arena 95468. We want to hear from you! Do you travel? Do you volunteer? If so, where? Do you participate in hobbies or regular activities? Do you participate in continuing education? We'd like to post your responses on our Facebook page throughout the month of May. Statements can be anonymous if desired.

**I age out loud by:**

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**Name (if desired):** \_\_\_\_\_ **Age:** \_\_\_\_\_

Join us for an afternoon of beautiful music,  
appetizers & wine during a concert put on by the

# Ernest Bloch Bell Ringers



To Benefit

## COASTAL SENIORS

Saturday, May 20 @ 4 p.m.  
Gualala Community Center  
Wine & Appetizers Reception at 4 p.m.  
Concert begins at 4:30 p.m.

Tickets: \$20

Complimentary Appetizers. Wine Prices Vary.

Tickets can be purchased in Coastal Seniors' office  
(24000 S. Highway 1, Point Arena)

— or —

Online at <http://www.brownpapertickets.com/event/2939811>

— or —

Over the phone with a credit card (Visa/MasterCard/ Discover/AmEx)  
by calling Micheline Kirby at (707) 882-2137.

## FUNDRAISER EARNINGS

February through April 2017:

**February 24**, Spaghetti dinner hosted by Bob Shimon & Physical Gym — **\$474.50**

**March 24**, Spaghetti dinner hosted by Arena Union Elementary School— **\$970**

**March for Meals**, hosted by Coastal Seniors with help from the whole community—**\$7,860**

**Month of April**, Matching donation Challenges (see article to the right) — **\$30,244**

**April 28**, Spaghetti dinner hosted the Gualala Lions Club—**\$963**

**Pay 'N' Take's Tuesday clothing sale (half of all money earned on the Tuesday sale is donated by the Gualala Community Center to Coastal Seniors each month):**

**February—\$653.48**  
**March—\$866.11**

**FUNDRAISER TOTAL: \$42,031**

**Pay 'N' Take also donates a portion of the Tuesday clothing sales to the Point Arena Food Bank. The Community Center has given:**

**February—\$217.82**  
**March — \$288.70**

**TOTAL: \$506.52**

## Matching Donation Challenges

COASTAL SENIORS was recently the recipient of three wonderful matching donation challenges put forth by some local angels. After hearing about the potential threat in funding cuts to our senior nutrition programs, Larry Jacobs and Mirka Knaster encouraged locals to “step away from the key board” and “reach for their check books.” Along with this they offered \$5,000 to our Meals on Wheels program with the expectation that the community match the donation. It took about half a second for Susan Clark to offer up another \$5,000 to match Larry and Mirka, with the expectation that the community still match the original challenge. That same day the Soroptimist International of the Mendocino-Sonoma Coast invited our Executive Director, Micheline Kirby, to a lunch meeting where the group gifted COASTAL SENIORS with the annual Millie Harris Matching Donation for \$1,800 to Meals on Wheels.

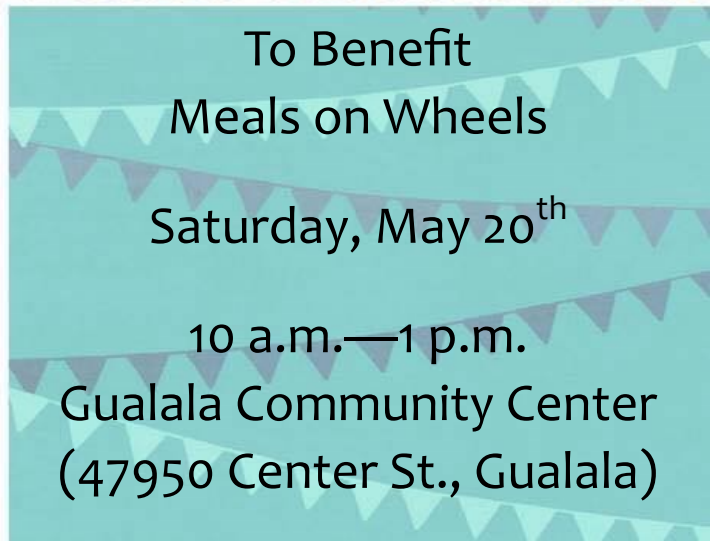
Our staff and board immediately set out with a mission to let the greater community know about the challenge set forth by sending the information to all mailboxes between Manchester and Stewarts Point. In the end, the challenge showed our organization how much our community is committed to taking care of the seniors we serve. Altogether the matching donation challenges helped us raise \$30,244! An unbelievable amount! Larry, Mirka, Susan and the Soroptimists, thank you for your continued support. Thank you to the 100+ donors who participated in meeting and exceeding the challenge. You're all truly remarkable.

## March for Meals Campaign Wrap-up

The annual March for Meals campaign came to an end on March 31, after a month-long celebration to raise funds and awareness for Coastal Seniors' nutrition programs. This year's campaign included Community Champion's week where local leaders and representatives came to deliver meals to homebound seniors; a spaghetti dinner hosted by the Arena Elementary School teachers and staff; a 5k march at the Gualala Point Regional Park; and the sale of \$1 donation tags at a variety of businesses along the coast.

Our programs were visited by the following people: PA City Council member Barbara Burkey, City Council member Anna Dobbins, PA Schools Superintendent Brent Cushenberry, PA School Board Trustee Bob Shimon, Trustee Cindy Cione, Trustee Vicki Robinson, and Mendocino County Sheriff Tom Allman. Businesses who really helped bolster our campaign included TwoFish Bakery in both Sea Ranch and Stewarts Point, Gualala Supermarket and Surf Market. TwoFish was the top seller/fund raiser for the campaign for the third year in a row raising \$1,300.

In the end the campaign raised \$7,860 for Coastal Seniors' nutrition programs. Thank you to the 17 businesses who put out donation buckets to help raise money during the month!



A portion of each sale will be donated to Coastal Seniors' Meals on Wheels program. In return, LuLaRoe will match dollar-for-dollar the amount donated.

Join LuLaRoe Consultant Jamie Cook for a fun shopping experience at the Gualala Community Center.

LuLaRoe is a modern clothing line for women and girls. The company is best known for its fun, colorful and extremely comfortable leggings but also offers a huge selection of dresses, skirts, blouses, and cover ups in a variety of fabric, prints and styles.

Clothing sizes range from XXS-3XL in women's and 2T-14 in girls.

# Meet Coastal Seniors' New Operations Manager: Sean Fleming



A brand new position at Coastal Seniors was recently filled by Sean Fleming. For a few years Coastal Seniors has been in need of more staff to assist with information and assistance for clients and to help while existing programs grow and new ones are added. After multiple interviews and months of searching for the right person, we finally found Sean, who works great with clients and is well-liked by staff.

Sean moved to the area this year with his partner, Josh, to be closer to his family. He earned a Bachelor's Degree in Anthropology from Whitman University and has experience in museum exhibitions and archaeological fieldwork. More recently, Sean worked in property management with roles ranging from compliance officer to marketing director. In his spare time Sean said he enjoys hiking with his dog, cooking, gardening and reading. He also enjoys board and card games. Of his job with Coastal Seniors, Sean said, "I'm looking forward to using my skills and abilities in a role where they will have

a positive impact on the local community. I've really been enjoying the feeling of going home at the end of a long day knowing that I was able to make a difference in someone's life. "

Sean's main role as Operations Manager will be to manage our senior transportation program as it begins to expand and the Point Arena Food Bank, work in advocacy development for all senior programs, and assist in a variety of other tasks from fundraisers to outreach.

## Suicide Prevention Workshop

Coastal Seniors will host a Suicide Prevention Workshop on Tuesday, June 13, from 5:30 p.m.—6:30 p.m., at the Elaine Jacob's Center in Gualala. The workshop is free and open to people of all ages.

The workshop will discuss different signs and symptoms of a person at risk of suicide, ways to help, what to say, and what steps to take when helping a friend or loved one who is struggling with depression and suicidal thoughts.

For more information call Micheline Kirby at (707) 882-2137 or email [coastalseniors@exede.net](mailto:coastalseniors@exede.net).

## Thank you Thai Kitchen!

In March, Thai Kitchen in Anchor Bay donated enough food to COASTAL SENIORS to prepare 105 meals for our Meals on Wheels program.

Thai Kitchen donates delicious Thai food to our MOW program every year—a treat that our clients really enjoy! Thank you very much for always thinking of our homebound seniors!

# COASTAL SENIORS

## WISH LIST

Each year one member of Coastal Seniors' staff is sent to the annual Meals on Wheels America conference. This year's conference will be held in Denver, CO, on Aug. 29– Sept. 1. The four-day conference is an amazing resource for senior nutrition programs across the country. It provides a huge networking opportunity for staff and offers workshops that teach about everything from program management, senior nutrition, and volunteer retention, all the way to marketing and financial management for non-profits.

Every year one staff person from Coastal Seniors' is sent to the conference. That person always comes back with loads of new knowledge and different ideas about how to make our programs more efficient to fit the needs of clients. One thing our staff always agrees on is that we could get a lot more out of the conference if we were able to send more staff to diversify our learning experience. This year we would like to send four key staff members to the conference: Executive Director Micheline Kirby, Operations Manager Sean Fleming, Meals on Wheels Coordinator Vivian De Armas, and Kitchen Manager Renee Kling.

Micheline would spend time in workshops that are specific to financial management, marketing and leadership roles. Sean would spend his time learning about senior advocacy on a local and national level and innovative programs to bring back to the coast. Vivian would get the opportunity to learn more about program coordinating, home-delivered meal policies, and volunteer recruitment. Lastly, Renee would be immersed in senior nutrition, proper vitamin sources, food portioning and ways to create a variety of meals while cutting food costs.

Unfortunately, the funding and donations received for specific programs, like Meals on Wheels, cannot cover this expense because those funds are specifically allocated to keep programs running.

This time around our **wish** is to go to the conference as a team; to get every ounce of knowledge possible and bring it back to our community. However, registration, flight and accommodations for all of us to attend would be \$1,650 each (\$6,600 total).

Following the conference, if all four staff members can attend, our staff will host a presentation to share what was learned and how it can be applied to our programs.

- **Help send our key staff members to the annual Meals on Wheels conference— It will cost \$1,650 per staff member and we would like to send the 4 staff members in leadership roles (Executive Director, Operations Manager, Meals on Wheels Coordinator, and Kitchen Manager). Total cost: \$6,600**



## Mendocino Co. Health & Human Services: Adult & Aging Division

Did you know that Coastal Seniors receives partial funding from the Adult & Aging Division of Mendocino County to help provide services to seniors on the South Coast? Below is a list of the programs that we receive partial funding for and a description of the service:

- **Information & Assistance & Referrals**—This program is exactly what it sounds like; we provide information to seniors regarding a variety of topics from transportation and legal services to In-Home Supportive Services and Fall Prevention. If we cannot help a person in-house, we refer them to outside services and follow through until the information needed is found.
- **CalFresh**—We sign seniors up for the CalFresh program, which provides grocery money to low-income individuals and helps keep Mendocino County tax dollars local. CalFresh was recently redesigned to make it easier for seniors to qualify and receive benefits.
- **Food Bank**—We receive a small amount of money each month to help purchase groceries through our food bank. The Point Arena Food Bank distributes food once a month, on the second Tuesday of each month. The food bank is available to people of all ages.
- **Outreach** —We provide outreach services, like home visits and loaner medical equipment, to seniors and those with disabilities.

If you or a senior you know need help with any of the services listed above, please call our office at (707) 882-2137.

**For up-to-date info on what's happening at COASTAL SENIORS**



**“Like” us on Facebook.**

**[www.facebook.com/coastalseniorsarethecoolest](http://www.facebook.com/coastalseniorsarethecoolest)**

## Miles for Meals Hike

Coastal Seniors is now recruiting experienced hikers for our annual Miles for Meals hike. The hike is a back-packing fundraiser trip that takes place along the Lake Tahoe Rim Trail and usually lasts 3-5 days and covers 40-50 miles.

In order to participate in the hike you must raise a minimum of \$500 in pledges to benefit Coastal Seniors' Meals on Wheels program. The hike will take place in August (date to be announced). Planning meetings for the event will begin in early June.

The Rim Trail is considered intermediate to advance terrain for hikers. All hikers must be in good health in order to participate.

There are still 6 spots available for hikers to join the team. If interested, call Micheline Kirby at (707) 882-2137.

## Wish List Thank You

Coastal Seniors would like to thank the following people for their recent donations to our programs:

- **Sophia Mitchell** for donating money to purchase a projector and projector screen for our Suicide Prevention and Mental Health program. It's very useful!
- **Zephyr Gunheim** for purchasing a new portable speaker and microphone set for fundraisers and announcements/raffles during the senior lunch program.
- **Julie Bower** for purchasing two new Cuisinarts for our kitchen staff to prepare senior lunches and Meals on Wheels.
- **Susan Clark** for donating money toward purchasing new storage racks for our senior nutrition programs.
- **Ron & Donna Casterson** for donating toward purchasing new storage racks for our senior nutrition programs.

# Volunteers Needed

We are looking for volunteers to fill the following positions:

- Someone to act as cashier during the senior lunch on Mondays and Wednesday in Point Arena (at the Veterans Building) from 11 a.m.—12:45 p.m.
- Someone to act as cashier during the senior lunch on the 3<sup>rd</sup> Tuesday of each month at the Gualala Community Center from 11 a.m.—12:45 p.m.
- 2-3 people to help prep food for the senior lunches and Meals on Wheels on Mondays and Wednesday in Point Arena (at the Veterans Building) from 9 a.m.—12 p.m.
- 2-3 people to help prep food for the senior lunches and Meals on Wheels on Tuesday at the Gualala Community Center from 9 a.m.—12 p.m.
- Fill-in drivers for the Meals on Wheels program—call Vivian at (707) 882-2137 for more information.

**COASTAL SENIORS  
PO BOX 437  
POINT ARENA, CA 95468**

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