



Seniors
50 YEARS
1972-2022
Plus



50
YEARS



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A Message from the President and CEO

In 1965, the Beatles performed the first stadium concert in the history of music, and Congress passed the Older Americans Act (OAA) in response to the need for community social services for older people across America. Twelve years later, in 1972, a leap year and (fun fact) the longest year in recorded time, SeniorsPlus was born.



Its name, back then, was the catchy Western Older Citizens Council (WOCC), and its focus was on access to transportation. Two years later, WOCC rolled out Meals on Wheels and information and referral and outreach services in Androscoggin, Franklin, and Oxford counties.

Since then, what is now SeniorsPlus, has continued to grow, assisting thousands in our community and reaching across the state. Paul McCartney is well past his 64th birthday and still performing. Meanwhile, SeniorsPlus works to embrace that kind of ageless enthusiasm the rock legend embodies, while also working to assist those who need our help in order to live a comfortable, purposeful life from home by offering a range of community services designed to address an array of needs.

With this publication, we present a snapshot of our proud history and look ahead to a bright future. We salute our community and are grateful for the thousands of employees, volunteers, and donors who helped us get here and who continue to support our work.

Thank you,

A handwritten signature in blue ink that reads "Betsy".

Betsy Sawyer-Manter
President and CEO

The mission of SeniorsPlus is to enrich the lives of older people and adults with disabilities, their families and communities, and to support them to make informed choices. SeniorsPlus envisions a future where all older adults and individuals with disabilities are engaged and respected while living quality, independent lives in the communities of their choice.

Looking Back... Eloise O'Neill, Executive Director 1981-2003

In 1977, Eloise began working in nutrition at what would become SeniorsPlus. She became the Executive Director in 1981, and remained in that role until 2003. Over the years, the name of the agency changed from Western Older Citizens Council, to Western Area on Aging, and finally, in 1998, to SeniorsPlus.

We caught up with Eloise O'Neill, age 85, in May as she was readying to go to her French class at the Franco Center in Lewiston. "I grew up here in Lewiston next door to three unmarried aunts and my grandfather, speaking French exclusively. It was good," said Eloise. "At ten, I started getting English lessons from a neighbor, and the rest is history," she said. "But now I have a really hard time with my French, so I decided to take this class."

"When I started, the "War on Poverty" had been launched and the government was giving out grant money for meal delivery — what would become Meals on Wheels.

It was an exhilarating time because we had money coming in, and were able to set up new programs and see what worked best, and what was most beneficial to people in the community. And the programs blossomed. Everyone was excited because it all was new and our work just kept getting bigger and bigger."

What makes you most proud as you reflect on that time in your life?

"The growth — the number of people who ended up getting serious services in their homes. These programs had never happened before — especially Meals on Wheels, which made such a difference to people, allowing them to remain at home. And the fact that it's all still going on, some 50 years later, is great.



Eloise O'Neill in 1992

My years at SeniorsPlus were so much fun. It was wonderful and very important work providing services to our clients who never complained."

Is there a particular memory that stands out?

"I remember the Ice Storm of 1998 froze everything up, but our volunteers and staff came in and managed to get food to people. These clients were elderly people who did not want to leave their houses. Because of the storm and outages, some of them had no heat. So we had a lot of communication with them to make sure they were safe."

You are a very active octogenarian. What's your secret?

"To me, it's a matter of accepting your age and staying positive and involved in the community. After SeniorsPlus, I went back to school, then taught in the Lewiston Public School system and, more recently, until COVID shut things down for me, I volunteered at the Lewiston Public Library reading to children. And I have never given up reading the comics in the newspaper first thing."

**Incorporated
as Western
Older Citizens
Council**



Developed Older Americans Act programs in the three counties including meal sites, Meals on Wheels, information and referral, outreach, and the Retired Senior Volunteer Project

'72

Designated the Area Agency on Aging for the Tri-County area in compliance with the Older Americans Act

'73

'74



50 ways SeniorsPlus has made – and continues to make – a difference

1) Feeding thousands through Meals on Wheels and our other nutrition programs

2) Saving lives by finding people who may have fallen or had a medical event while at home alone

3) Combatting social Isolation with a home-delivered meal, a friendly smile, and a wellness check

4) Providing motivation to clients to set individualized and personalized goals for growth (e.g. goal creation during person-centered planning)

5) Fighting the abuse of older adults, advocating, and engaging Adult Protective Services when required

6) Providing creative and modern solutions to increase client safety in home through annual home visit evaluations and recommendations

7) Completing weekly statewide staffing searches for personal care and nursing hours

8) Providing a self-direction model for in-home care and a network of resources



9) Muscling through the worst of COVID-19, providing shelf-stable food, home-delivered meals, and check-in calls

10) Making technology accessible through education and the iPad Loaner Program, which has distributed 25 data-enabled iPads to area residents since 2019

11) Being a trusted, nonprofit resource for information and assistance, and an advocate for older people and people with disabilities

12) Coordinating resources for in-home supports including home modifications and Emergency Response Systems, improving home safety and providing peace of mind to clients and their families

13) Providing the Veteran's Independence Program reducing the need for nursing home care for veterans

Lead agency for state-sponsored Home-Based Care Program

'80

Eloise Moreau O'Neill became Executive Director



'81

'82

10th anniversary

Accepted into United Way Androscoggin as special project for Older Workers Job Bank

'84

Accepted by Tri-Valley United Way as participating agency

14) Providing resources for funding assistance for clients during emergency situations when no other funding is available (e.g. acute and emergency and family funding assistance support)

15) Encouraging an anti-ageist community through communication and advocacy

16) Collaborating with other area nonprofits to teach cooking and local food sourcing to older New Mainers

17) Being a sympathetic ear for those who may not otherwise have a caring and attentive counsel

18) Having a mission that allows employees of SeniorsPlus to live their passion and make a difference

19) Offering the latest programs on the cutting edge of dementia care, including the use of art and music to increase well-being

20) Making the difference for clients between staying at home or going to a nursing home or other facility, thereby reducing taxpayer costs

21) Engaging local businesses and foundations in volunteerism and community support

22) Presenting Falls Prevention education including practical strategies to avoid falls, increased activity and full-body integration

23) Utilizing telehealth to keep otherwise isolated people connected to healthcare

24) Having a friendly human voice answer calls during office hours, versus an automated voice system

25) Working with public libraries to increase access by the homebound

26) Helping community members complete their Maine Advance Directive paperwork

27) Presenting an array of education and wellness classes both online and in-person, tackling a variety of needs, interests, and abilities from Chair Yoga, to Crafting, to Medicare 101

28) Finding staff to implement the plan of care assigned to clients by providers

continued on next page



SeniorsPlus is grateful for the support of our 50th anniversary celebration sponsors. Their tributes are included in this publication.

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Name changed to Western Area Agency on Aging

'84



Accepted as a United Way Agency in Androscoggin County

'85

Oak Park project approved



50 Ways, continued

29) Working with emergency rooms and mental health case managers to ensure client mental health and personal care needs are met

30) Ensuring people know that we are here and available, in order to assist them in living their best lives

31) Providing emotional support, socialization, and financial support to caregivers and clients through the Alzheimer's Respite program

32) Offering Homeward Bound providing transition assistance to eligible individuals who have resided in a facility or hospital

33) Enhancing the resilience of caregivers by offering support and respite services

34) Presenting the Aging Well, Living Well Expo held each fall since 2008, offering education and connections

35) Educating the public on preventative health practices and the self-management of chronic illness

36) Providing timely and accurate information regarding client plans of care to providers staffing clients

37) Engaging community members in our governance through our volunteer board of directors and advisory council

38) Hosting the Knitting Circle, book groups, and caregiver support groups

39) Enlisting and engaging community health workers to provide local support

40) Assisting clients in assuring financial safety through our Money Minders program

41) Celebrating volunteerism by recognizing the variety of capacities, interests, and abilities of this corps

42) Having office locations in Androscoggin, Oxford, and Franklin counties to increase in-person access

43) Partnering with agencies for the developmentally disabled, engaging their clients in meal delivery so they feel valued and connected to the community

44) Delivering home-delivered meals that provide 1/3 of the Federal daily nutrition requirement and are made fresh in our Lewiston kitchen

45) Providing Medicare counseling by certified Medicare specialists giving unbiased, free information

46) Offering SeniorsPlus Fiscal Intermediary, LLC (SPLLC) for participant-directed worker payroll since 2010

47) Presenting the annual Fill the Plate Breakfast to benefit Meals on Wheels of SeniorsPlus with speakers ranging from U.S. Senator Susan Collins, to Governor Janet Mills, to Presidential Inaugural Poet Richard Blanco

48) Offering interpretive services to make programs accessible to our diverse population

49) Providing Pets on Wheels pet food delivery service since 2015

50) Utilizing entrusted public funds to fulfill the mission of the Older Americans Act for 50 years

Moved to 465 Main St.
Purchased building
in 1992.



Accepted as a
participating agency
in Oxford County
United Way

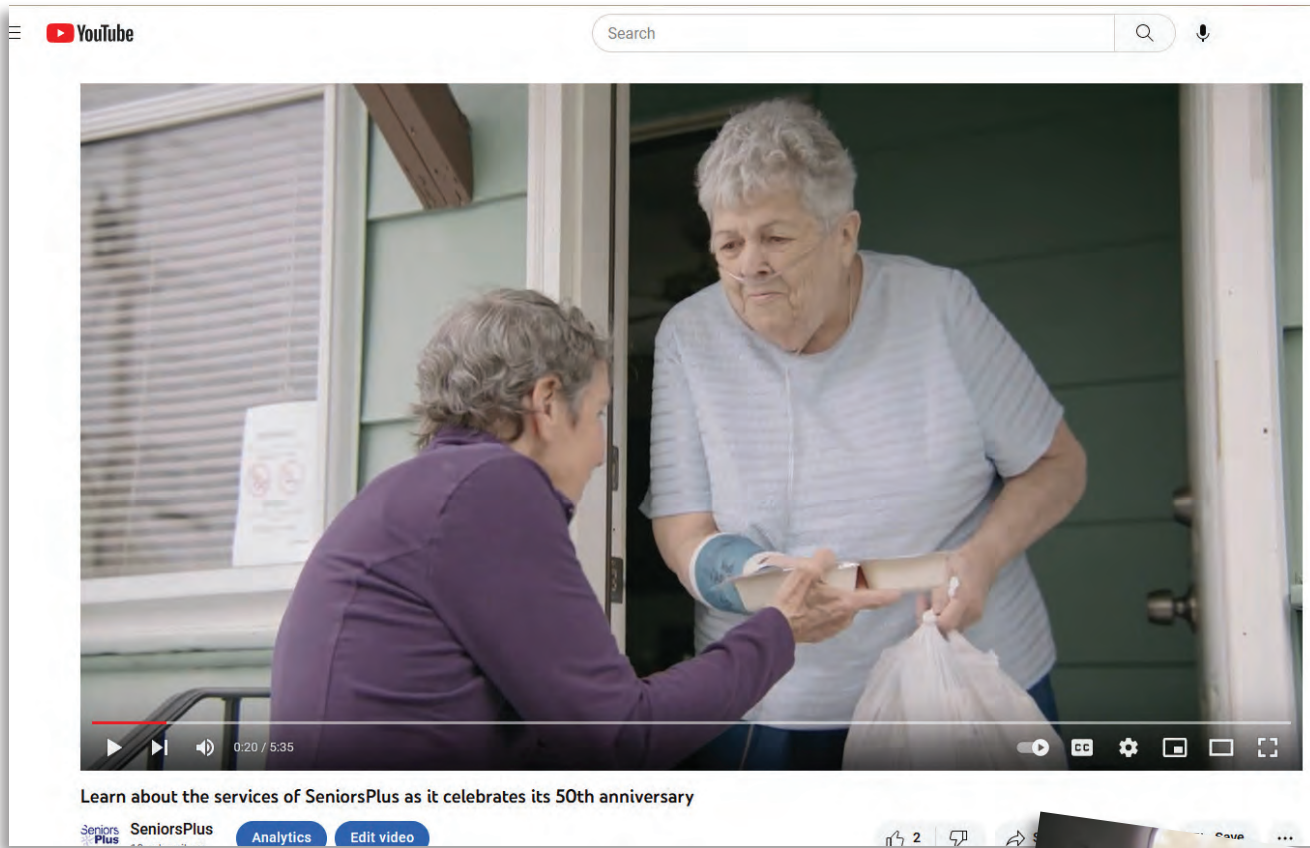
Started
Handyman
Program

'86

'88

'91

Don't miss our anniversary video – featuring clients, staff, volunteers



You can hear from clients, staff, and volunteers of SeniorsPlus and learn first-hand about the work being done in our community by seeing this five-minute video at [youtube.com/watch?v=v-0qKq_Kk0w](https://www.youtube.com/watch?v=v-0qKq_Kk0w), made possible by our 50th anniversary sponsors.

Full interviews may be found at [youtube.com/@SeniorsPlusOrg](https://www.youtube.com/@SeniorsPlusOrg) and are also excerpted in this publication.



'95



Awarded 5-year statewide contract for EIM, now called Care Coordination

'96

Started Frye School Project

'97

Developed Community Services division

'98

Opened Community Center in Wilton

Volunteer spotlight: Patricia McCluskey



Patricia "Pat" McCluskey has served on the Board of Directors of SeniorsPlus for the better part of 23 years since 1999. A resident of Peru, Maine, she is a retired high school math teacher.

How has SeniorsPlus changed during your involvement?

"The organization has seen many changes in that time. Most notable for me is the increase in public awareness. I always had to explain about the programs and now everyone is aware that it is not just Meals on Wheels, but there are many other important programs."

Why is the work of SeniorsPlus important?

"Our presence in all three counties is so important and therefore more accessible to many people. The Education Center has grown and has such a variety of programs for many varied individuals. It also connects people who may not have interacted without this resource. The technology help is often referred to by my friends and neighbors. The wide territory for meals that are delivered is outstanding."

What has been especially rewarding for you?

"The management and staff are always so friendly and helpful. An important and necessary information gathering on many areas with referrals when necessary. There is such confidence in the agency that is wonderful to observe."

Client spotlight: Richard and Geneva Volunteer spotlight: Dave Anderson

Richard and his wife Geneva, of Farmington, have received weekly visits from Dave Anderson, their Money Minders volunteer who has helped them manage their bills and finances for the past three years.

Richard said, "Money Minders at SeniorsPlus is a blessing for us. We needed help managing our checkbooks and bills. We



love it when Dave comes to the house each week. He's like family to us. He catches my mistakes as he looks at my math in my checkbook. Sometimes

he doesn't even need to use a calculator, because his brain is a human calculator. I don't know what we'd have done without Dave."

Dave Anderson, on why he volunteers: "I generally come once a week... Technically you retire, but you still need something to do. I volunteer for a number of programs at SeniorsPlus. It keeps me busy. Gets me out of the house. One of the other programs I volunteer with at SeniorsPlus is Medicare advising, free Medicare counseling."

Changed name to SeniorsPlus

SENIORSPLUS
Enriching the lives of seniors

'98

Moved EIM to Auburn

'99

Opened Bangor office

'00

Awarded HUD grant for Frye School; construction started



Volunteer spotlight: Dustin Ward

A self-described “Racial Equity and Reconciliation Advocate,” Dustin Ward, a resident of New Gloucester, Maine, has been a member of the Board of Directors of SeniorsPlus since 2021.



Kristina O'Brien Photo

that the organization has lived longer than my own self. That type of longevity is to be commended and so we celebrate the consistency and growth of all who have been a part of this group. However, we can't help but look forward to the future, and consider what the next 50 years will hold.”

What has surprised you in your first year on the board?

“The mission of SeniorsPlus is about enriching the lives of its clients, and it does so in a warm and responsive framework. While jumping in, I have been pleasantly surprised to see all the ways in which SeniorsPlus affects and bolsters the lives of those who encounter its services. To see how the service areas all work together to provide that assistance and enrichment has been a great revelation, and I have enjoyed learning about each sector more and more as I am a part of the Board.”

SeniorsPlus is celebrating 50 years, doesn't that make it older than you?

“As we take time to celebrate 50 years of SeniorsPlus providing help, assistance, and care for Maine people, it is not lost on me

What would you like the organization to look like in future decades?

“Through my work, I am aware of the changing landscape and demographics of Maine. In the last decade, let alone the last 50 years, Maine has slowly grown to include more people who identify as Multi-Racial and Multi-Ethnic. My hope is to see SeniorsPlus become more impactful, elevating the groups that belong to such changing dynamics, while constantly educating itself on the cultures, backgrounds, and histories of such Multi-Racial and Multi-Ethnic landscapes. Likewise, the Board too should better reflect our community's diversity of lived-experiences, backgrounds, and understandings. I know SeniorsPlus is committed to this growth.”

Make a donation honoring our 50th anniversary

Make every minute count by giving today.

For 50 years, we have kept things simple: provide food, comfort, information, and advice. It's what we have done for 50 years with your help, serving thousands and thousands of individuals in our diverse community. Because we care.

Won't you take this opportunity to make a gift to SeniorsPlus by returning the enclosed donation envelope or by visiting seniorsplus.org/donations? Thank you.



Awarded second 5-year contract for EIM (and every period since)

'00



30th anniversary celebrated

'02

Pam Allen named Executive Director



'03

Moved to 8 Falcon Road

Volunteer spotlight: Bev Morris



A resident of Middle Range Pond, Bev has been a Meals on Wheels delivery volunteer for almost four years, having worked with veterinarians for 24 years before retiring.

“I knew I wanted to do something that would allow me to see the same people each week. With my work as a Meals on Wheels delivery volunteer, I’ve found that to be true. I develop relationships with many of the clients.

Some just grab the meals, but others want you to spend a little bit of time with them. There are some people I visit each week who literally cannot get out of bed. There is no way they could make a meal. And for some of them, I may be the only person they speak with that day, or even, sadly, that week. You really see how much people need Meals on Wheels - they’re so appreciative. It’s very fulfilling work and it sure does make you appreciate what you have.”



In Your Community

Thank You SeniorsPlus

AARP Maine salutes SeniorsPlus on serving older residents in our state for 50 years. We applaud your dedication to older Mainers and their families in Androscoggin, Oxford and Franklin counties. Thank you!

aarp.org/me | 1-866-554-5380 | me@aarp.org

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Received Aging and Disability Resource Center designation

'05

Held first Aging Well Living Well

'08



Betsy Sawyer-Manter joined as Executive Director (now President and CEO)

'09

Client spotlight: Janice



"I enjoy coming to the Education Center at SeniorsPlus. I've connected with old friends and made new ones too. I enjoy the Chair Yoga class and I've taken other classes. I always feel better after coming here."

Janice, Ed Center client

Looking Back... Bob Armstrong, former executive director

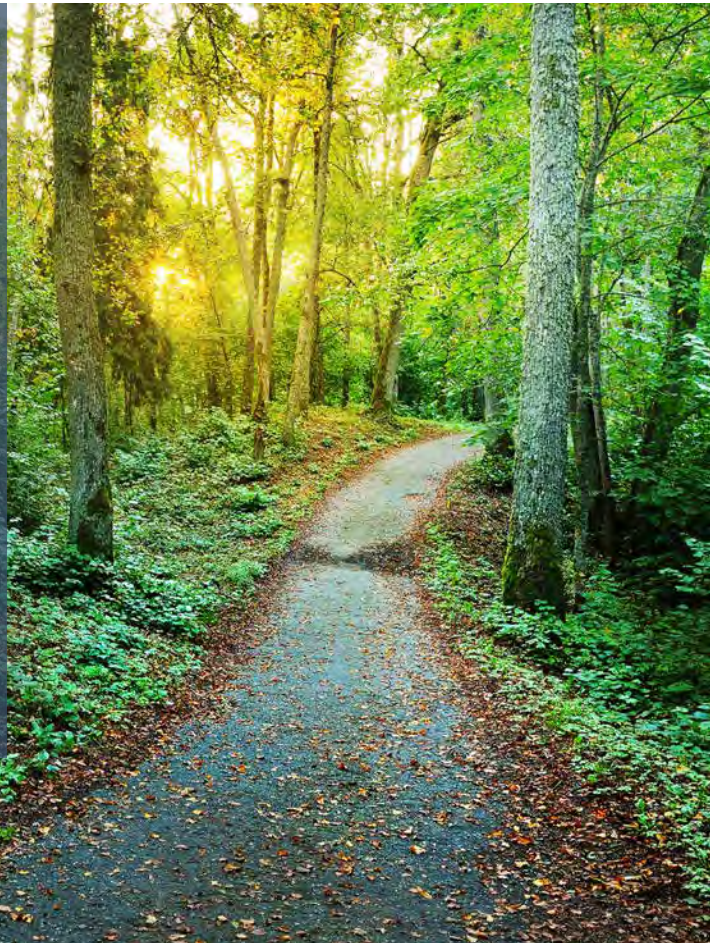


Bob Armstrong in the 1970s, when he was the executive director of the Western Older Citizens Council, which is now SeniorsPlus.

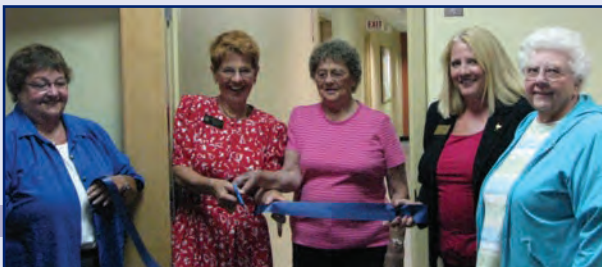


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**Honoring 50 Years
of Community Service
by SeniorsPlus...
looking forward
to many years more!**



'09



Ribbon-cutting held for opening of Education Center in Lewiston

'10

Began offering Veteran's Independence Program

Waiver Services Provider established (now Specialized Services), providing assistive technology, respite, and home modifications

SPLLC (fiscal intermediary) was created as a wholly owned subsidiary

'11

Include SeniorsPlus in your estate plans

You can make a difference in people's lives for years to come. Help SeniorsPlus celebrate our milestone 50th anniversary by supporting the future of SeniorsPlus through a planned gift.

Making a planned gift can be easy, flexible, and non-binding. Options that caring community members like you have taken advantage of include:

- Providing for SeniorsPlus in a will or living trust.
- Naming SeniorsPlus as a beneficiary of a retirement plan.
- Planning for retirement with a life income gift.

Benefits can include avoiding upfront capital gains on a gift of appreciated securities, while diversifying your portfolio. You

will also secure current or future retirement income and be eligible for an income tax deduction.

To learn more about these and other options, contact the Development Office at SeniorsPlus at 207-513-3706 or marketing@seniorsplus.org. We also encourage you to discuss such estate plans with your financial planner and/or estate attorney.



Congratulations on your 50th anniversary,
SeniorsPlus!

Thank you for everything you do to enrich and empower the lives of our local seniors.

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Here's to
50
years
of touching lives and
building community.

It's been our honor to share part of your first 50 years—and to help lay your financial foundation for the decades to come.

RICHIARD
BROTHERS
FINANCIAL ADVISORS

THE WHOLE PICTURE

RichardBrothersFinancial.com

Named Best Places to Work in Maine 2013 (and 2014, 2016, 2019, 2021)

'13

Launched Books on Wheels

'15

Launched Pets on Wheels



Money Minders restarted with state funds

'15

Fill the Plate Breakfast fundraiser was started

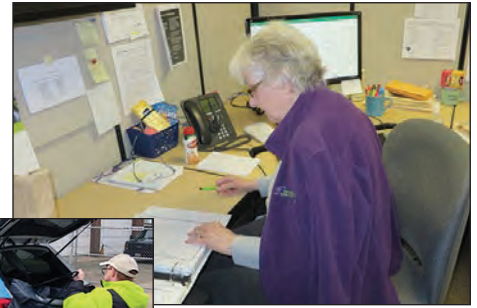
Become a volunteer

Looking to add purpose to your life? SeniorsPlus needs volunteers to help fulfill its goal to enrich the lives of older adults and adults with disabilities.

From Meals on Wheels, to office assistance, to helping clients with budgeting and Medicare information, SeniorsPlus will

work with your skill sets and interests to find a fit.

Call 207-795-4010 or send an email to volunteerservices@seniorsplus.org to find out more about these or other opportunities, or visit seniorsplus.org/volunteer.



Congratulations to SeniorsPlus
on **50 years** of service
to our communities!

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BANK

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SeniorsPlus on
50 years of service

Northeast Bank is proud to support SeniorsPlus and its work in our local communities.

As a community bank, we are **here to help you earn more and make your life easier** with banking products and services built for you.

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MEMBER
FDIC

Opened office in
Franklin County



'16

Opened three new dining sites
including two in Franklin County and
one for New Mainers in Lewiston

'17

Moved Livermore Nutrition
Distribution Center
to 1766 Federal Road

Thank you to our Friends Sponsors



Looking to the future ...

In 2021, the Board of Directors, working with the staff of SeniorsPlus, developed the 2021-2026 Strategic Plan. The plan stresses the importance of creating a strong and diverse workforce and leadership, of fighting ageism, of expanding

our outreach work and our Lewiston Campus to accommodate growth in educational programming and nutrition, and of diversifying funding to better situate the organization in uncertain times in the future.

congratulations
congratulations
congratulations
congratulations

SeniorsPlus!



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**Congratulations to SeniorsPlus for 50 years
of dedicated service to our communities!**

Began Healthy Living for ME,
a joint venture with
Spectrum Generations and
Aroostook Agency on Aging

'18



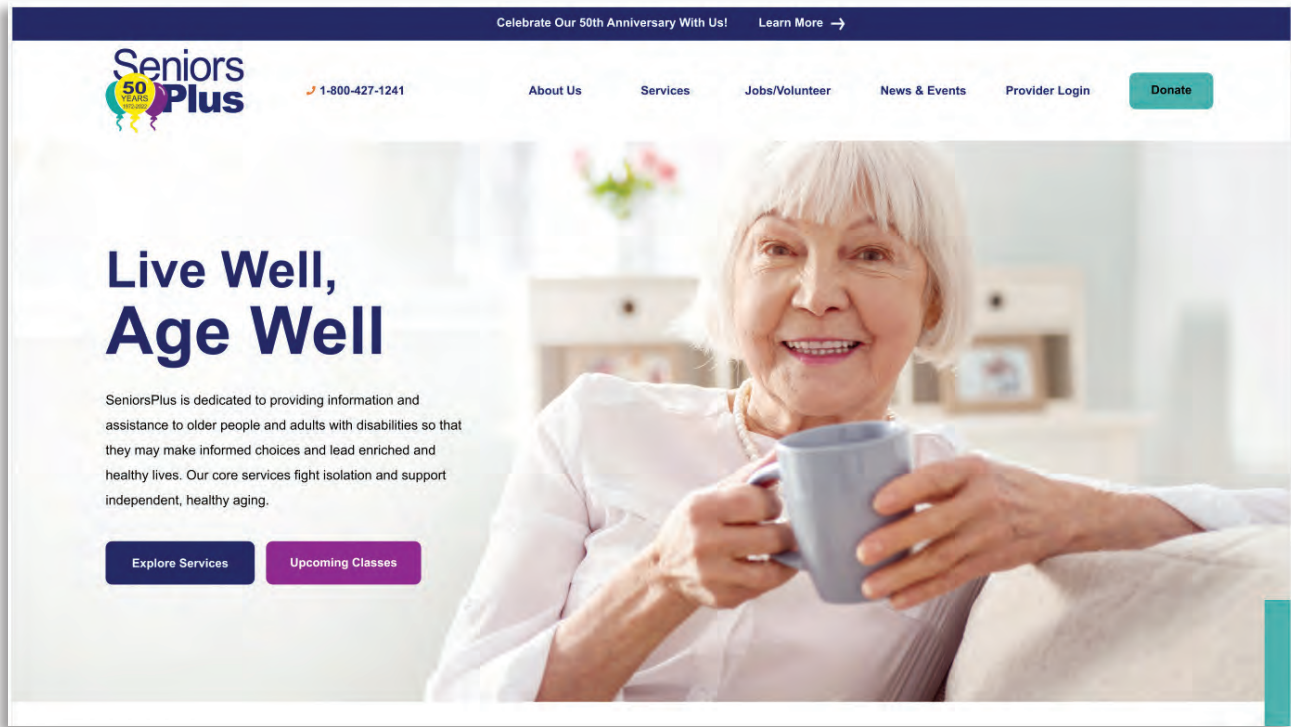
Secured space at
9 Marston St., Norway
for an office location

'18

'19



Fifth annual Fill the Plate Breakfast
featured U.S. Senator Susan Collins



Watch for our new website – coming soon to seniorsplus.org!

Featuring:

- fresh, bright, easy-to-navigate design
- ← improved mobile experience
- announcements and cancellations
- interactive Ed Center calendar →
- enhanced donation options, including recurring donations
- and more!



COVID-19 pandemic shut down in-person service delivery except for Meals on Wheels



Purchased land at 14 Mollison Way for a future MOW kitchen and Education Center

Secured office space at 284 Main St., Wilton



50th anniversary of SeniorsPlus

'20

'21

'22



8 Falcon Road
Lewiston, ME 04240

Celebrating 50 years!

Since 1972, SeniorsPlus has been the designated Area Agency on Aging for Western Maine, providing statewide services with an emphasis on Androscoggin, Franklin, and Oxford counties.

SeniorsPlus is dedicated to providing information and assistance to older people and adults with disabilities so that they may make informed choices and lead enriched and healthy lives. Our core services fight isolation and support independent, healthy aging.



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