

SENIOR CITIZEN SERVICES
of METROPOLITAN ATLANTA, Incorporated

First Annual Report
March 1967



COUNSELING

Good health, independence and freedom from poverty for persons of any age, but especially for the elderly, depend upon these necessities of daily living:

- | | |
|-------------------------|-----------------------|
| Adequate Income | Recreation |
| Satisfactory Housing | Useful Service |
| Nutritious Diet | Continuing Education |
| Adequate Rest | Citizen Participation |
| Sufficient Exercise | Friends |
| Regular Health Checkups | |



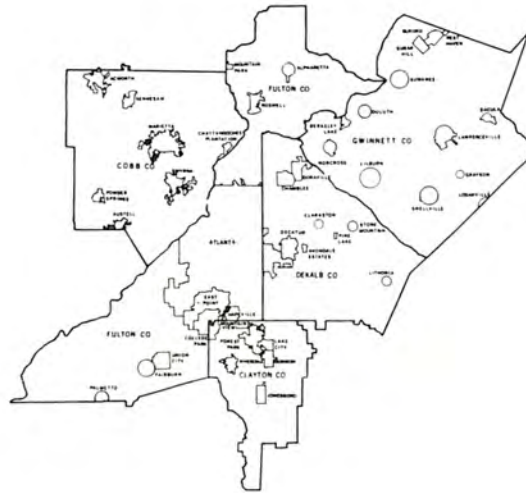
CONSULTATION



**SPECIAL PROJECT:
FOSTER GRANDPARENTS**



**SPECIAL PROJECT:
MULTI-SERVICE CENTERS**



DEMONSTRATION



**COMMUNITY
ORGANIZATION**



**PROGRAM DEVELOPMENT
SURVEY**



EDUCATION

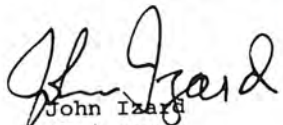
Message from the Chairman

Our President said recently, "We should look upon the growing number of older citizens not as a problem or a burden for our democracy, but as an opportunity to enrich our lives and, through them, the lives of all of us".

Senior Citizen Services has accepted this challenge. Working with other interested individuals and organizations in the Metropolitan Atlanta Area, we can reach the goal which the President has established.

My work with Senior Citizen Services, and with the Community Council's committee that recommended the central agency, has been most rewarding. Much of the satisfaction comes from seeing things actually happen—seeing movement and growth. To talk about needs and opportunities is one thing. To do something about them is quite another.

The Board of Trustees is pleased and proud to have been able to move beyond the realm of concern and move into the area of service and the enrichment of human lives.


John Izard
Chairman
Board of Trustees



Annual Meeting Speaker



William C. Fitch is Executive Director for National and International Relations of the American Association of Retired Persons, the National Retired Teachers Association, and the Association of Retired Persons International. Prior to the appointment to his present positions, he was Director of the Special Staff on Aging in the Department of Health, Education and Welfare, and Staff Director for the White House Conference on Aging.

Mr. Fitch served in responsible positions with the Social Security Administration for 19 years and spent a year in Israel on a special assignment as Social Insurance Advisor to the National Insurance Institute.

He was named to the 15-member National Advisory Committee on the Older American and serves on the subcommittees on Training in Intergovernmental Relationships. He is also a member of the Advisory Council for the Elderly Poor under the Economic Opportunity Act, is a member of the Board of Directors of the American Association of Homes for the Aging, and is on the committee of Guardianship and Protective Services of the National Council on the Aging.

Mr. Fitch has written extensively for publications in the field of aging and retirement preparation. He also acts as consultant to members of the Congress and Congressional Committees as well as many state and national organizations.

A native of Colorado, Mr. Fitch is a graduate of the College of William and Mary at Williamsburg, Virginia. He makes his headquarters in Washington, D.C., and with Mrs. Fitch resides in Arlington, Virginia.

Executive Director's Report

John W. Gardner, Secretary of Health, Education and Welfare commenting on the President's message on older Americans to the Congress in January said:

"We wish our older people to be free from want. We wish them to be as healthy and vigorous as the infirmities of age will permit. But we want much, much more than that. Our long-range goal—and here's where the experimental programs come in—is to help our older Americans to live full and interesting lives, to contribute, to participate, to share in the life of the community."

Senior Citizen Services exists in this community to help give impetus and direction in behalf of the local effort aimed at achieving this goal. The combined efforts of the President, the Congress, the Department of Health, Education and Welfare and its Administration on Aging, state Commissions on Aging and others are partially negated if the local community is not prepared to share the responsibility.

"Meeting the Challenge of the Later Years" is the theme for Senior Citizens Month this year. The older person will meet the challenge depending upon the way that the community where he lives meets its challenge.

Planning is important but we cannot "meet the challenge" with traditional planning alone. We need to know the community, to know the older people living there. We need to know more about the groups serving older people and help them measure their effectiveness in the light of changing needs. We need to know the attitudes of our community toward its Senior Citizens and we need to help shape positive attitudes. We need to identify and clarify problems. We must select certain problems, arrive at a plan of action, implement the plan and constantly evaluate the entire process.

Communities are for people—including older people. Opportunities which we are creating today are not just for today's Senior Citizens. They are for all of us, for we will all be old some day, whether we want to believe it or not.

The need for change, the incentive for change and the tools for change are here—now! What does Atlanta want to do about it?



Special Projects Summary

MULTI-SERVICE CENTERS - Contract with E.O.A.

The objective of the Multi-service Center Project is the attainment of the maximum degree of independence and the highest level of good health for as long a period of time as possible by low-income elderly persons. This requires the combined knowledge and skills of many disciplines and the utilization of all available community resources. The major emphasis of program planning is to increase earning opportunities; improve standards of living under limited income conditions, and improve the quality of living by utilizing appropriate health and welfare resources.

Services offered fall into the following general categories: Recreation-Continuing Education-Training; Health Maintenance; Counseling.

Three Center Statistical Summary 1966:

Average No. Times Service Offered	
Per Month	162
Average Daily Attendance	74
Average No. Participants Per Month ...	1,529
Average No. Different Persons	
Receiving Service Per Month	415

GIFT SHOP

On November 29, 1966, Senior Citizen Services initiated a limited demonstration project combining the elements of an information center and a gift shop.

The Center serves as a convenient location for providing information and it provides to Senior Citizens of the Atlanta Metropolitan Area an outlet for selling at a profit articles which they create, thus increasing income and enabling this group to satisfy the need for productive work and constructive use of leisure time.

Approximately \$1,200.00 in sales has been realized in the three months of operation. Ninety percent of this money goes directly to the Senior Citizens whose consignment articles have been sold and ten percent is retained by the Gift Shop to cover operating expenses.

FOSTER GRANDPARENTS PROJECT - National Demonstration Jointly Administered by Administration on Aging and Office of Economic Opportunity

The Foster Grandparent Project is designed to employ persons over 60 in a service role to institutionalized children. Foster Grandparents work on a part-time basis at Grady Memorial Hospital, the Fulton County Juvenile Court Shelter, and Carrie Steele-Pitts Home. They receive the minimum wage and other benefits for their services.

Beneficiaries are both the older persons employed as Foster Grandparents and the children with whom they are working. During 1966 fifty-eight persons have been employed as Foster Grandparents. There are thirty-six authorized positions. The additional persons serve as substitutes in the event of the absence of the regular Foster Grandparent and as replacements for those leaving the Project.

Financial Summary

December 31, 1967

I N C O M E		BALANCE SHEET	
		ASSETS	
Foster Grandparents	\$ 80,787.50	Foster Grandparents	\$ 11,529.65
Multi-Service Centers	113,091.72	Multi-Service Centers	11,811.89
Senior Citizen Services	<u>17,016.09</u>	Senior Citizen Services	<u>769.00</u>
TOTAL INCOME	\$ 210,895.31	TOTAL ASSETS	\$ <u>24,110.54</u>
D I S B U R S E M E N T S		LIABILITIES AND FUND BALANCE	
Salaries Executive & Assts.	\$ 88,812.62	Federal & State Withholding Tax	\$ 1,259.43
Foster Grandparents Wages	35,290.59	F.I.C.A. Payable	<u>633.72</u>
Social Security & Retirement	3,369.89	TOTAL LIABILITIES	\$ <u>1,893.15</u>
Auditing	2,696.48	FUND BALANCE	\$ 22,217.39
Travel	6,533.19		
Space Cost	3,019.30		
Office Supplies	4,083.79		
Educational & Program Supplies	6,790.68		
Clothing & Bedding	500.75		
Purchase/Rental of Equipment	14,135.16		
Telephone, Insurance & Bonds	4,168.01		
Medical Supplies	1,982.52		
Recreation & Other	<u>17,294.94</u>		
TOTAL DISBURSEMENTS	\$ 188,677.92		

SENIOR CITIZEN SERVICES OF
METROPOLITAN ATLANTA, INC.
719 Glenn Building
120 Marietta Street, N. W.
Atlanta, Georgia 30303

Non-Profit Organization
U. S. POSTAGE PAID
Permit Number 355
ATLANTA, GEORGIA

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