



ElderServe: Empowering Seniors, Enriching Lives

A Legacy of **Service and Community**
in Louisville's West End



elderserveinc.org

Our History



ElderServe was founded in 1962 to provide social and recreational support services for senior citizens in Louisville



For over 60 years, we have consistently improved the lives of thousands of seniors with a constantly evolving slate of programs



Since 1995, we have operated from the historic Oak & Acorn Building at 28th and Magazine street in the West End, a hub for the community



Over the years, we expanded services to include health and wellness clinics, workforce development, community events, and more

Our dedication to enhancing the quality of life and building a community for older adults has been **recognized with numerous awards**

Mission Creep and Challenges



As ElderServe grew, we attempted to address a **wide range of needs** for seniors throughout the Louisville metro area



This expansion was driven by a constantly changing fundraising environment, with grants becoming available for new programs and then not being renewed as public priorities shifted

The reliance on uncertain funding and the lack of focus put ElderServe in a precarious position in the years immediately prior to COVID-19



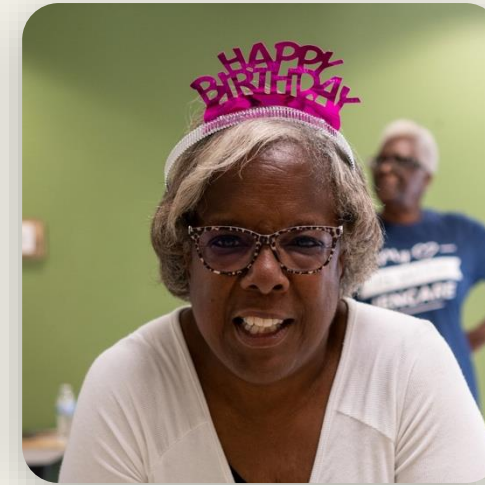
Additionally, the unstable funding led to a lack of investment in the Oak & Acorn Building

The Impact of COVID-19

COVID-19

Like many organizations, ElderServe had to **close its senior center** during the COVID-19 pandemic and lost funding for most other programs

The pandemic forced the board to consider selling the aging Oak & Acorn building and closing the organization entirely



However, significant public pushback and community advocacy made the board reconsider these drastic measures

In response, a new generation of leaders emerged with a bold vision for what ElderServe could become, **focusing on the core mission** of serving seniors in the West End

Despite the challenges, ElderServe's **resilience and dedication** have positioned us to continue making a positive impact on the lives of seniors

Leadership

Our dedicated leadership team brings a wealth of experience and a shared commitment to revitalizing ElderServe and serving the seniors of Louisville's West End



Timothy Findley, Jr.
CEO

With a strong background in community leadership and engagement, Timothy is focused on revitalizing ElderServe and ensuring it remains a vital resource. He is committed to fostering a sense of community and progress in the West End, aligning ElderServe's mission with broader redevelopment efforts.



Andrea Cook
Senior Center Director

As a longtime volunteer and program coordinator at various nonprofits, Andrea brings extensive experience to the senior center. She is dedicated to rebuilding programming at ElderServe and enhancing community engagement. Her mission is to enrich the lives of both elders and youth through innovative and meaningful activities at the senior center.



Raymond Keith, III
Business Manager

Raymond has over 30 years of corporate experience in banking, insurance, financial services, and wealth management. Currently a licensed financial advisor and life insurance agent, Raymond is passionate about improving the lives of underserved communities. His expertise in financial management and his dedication to building strong partnerships are instrumental in ensuring the financial stability and growth of ElderServe.

Board and Sponsors

Board of Directors

John Moore
President

Karen Paulin
Secretary

Thomas Fenton
Treasurer

Dayn'I Beeler

Barbara Gordon

Monica Moman-Saunders

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Tracy Davis

Kirstie Matzek

Corenza Townsend

Jackie Floyd

Julia Meredith

Key Sponsors



BROWN-FORMAN



Focus and Commitment to Mission

Mission

The new leadership at ElderServe has actively decided to refocus on our core mission of serving seniors in the West End

Goal

Our goal is to make ElderServe a valuable asset for the community, providing essential services that foster wellness, independence, and social connection



elder
SERVE



ElderServe is an organization for the community, committed to being represented and run by members of the community, particularly the black community in the West End

We are dedicated to ensuring that our services reflect the needs and values of the community we serve, with a focus on the senior center, nutrition center, and adult daycare

By prioritizing these core areas, we aim to empower older adults and support families in achieving a balanced and enriched life

Core Services



Senior Center

Offers a variety of activities and programs designed to promote **social engagement, physical fitness, and mental well-being**

Example programs include Tai Chi, computer classes, music classes, recreational games like bingo, health and wellness workshops, quilting, exercise classes, line dancing, aerobics, Bible study, walking club, puzzle club, Make It Mondays, and social hour



Nutrition Program

Provides **nutritious meals** and **nutrition assistance** to seniors, helping to address food insecurity and promote healthy eating habits

Ensures that older adults receive balanced meals and offers nutrition education to help them make informed dietary choices



Adult Daycare

Offers a safe and supportive environment for seniors who require **supervised care during the day**

The daycare provides social and recreational activities, personal care services, and opportunities for seniors to engage with their peers, giving family caregivers the flexibility they need to maintain work-life balance

Achievements to Date & Next Steps

Renovated the Oak & Acorn Building

We successfully raised funds to renovate the Oak & Acorn Building, revitalizing it as a central hub for community engagement

300 seniors weekly

Post-COVID, we reopened the senior center, which now serves over 300 seniors weekly, providing essential social and recreational activities

\$750K city grant for adult daycare

Secured \$250K per year for three years (total of \$750K) in funding for the adult daycare center from the City of Louisville



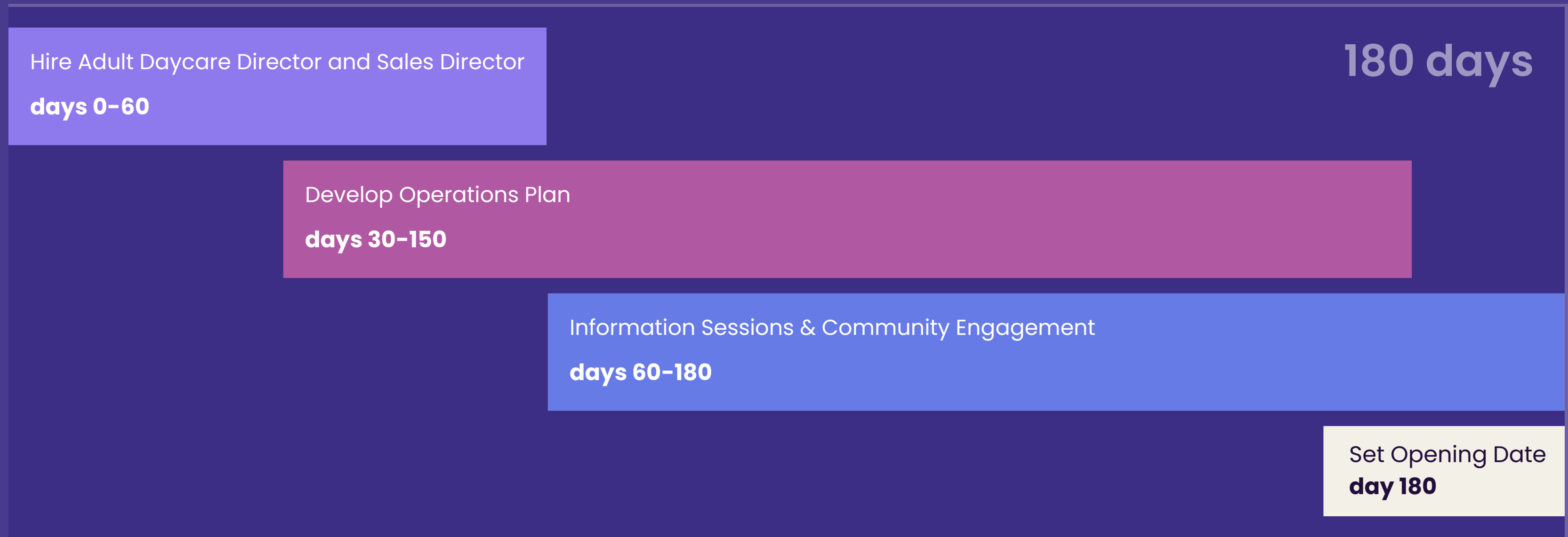
Through these initiatives, we have strengthened our commitment to empowering seniors and fostering a sense of belonging and support within the community

However, the Adult Daycare Center still **needs startup funding to launch operations**

The ultimate objective is for the ADC center to be self-sustaining while providing services to 40-60 West End seniors and for excess cashflow to provide a more stable funding source for the senior center

Timeline

High-level timeline of efforts required to launch ADC program (~6 months or 180 days):



High-level timeline of providing services

- ✓ Provide services to initial clients targeted at 6 months after starting the project
- ✓ Ramp up service and achieve positive cashflow over ~30 months
- ✓ Stabilize operations to serve ~45 clients by the end of year 3

The Future of ElderServe Adult Daycare

- ✓ Services will ramp up over 3 years post-launch of the adult daycare center
- ✓ Clients will primarily be low-income Medicaid HCB waiver recipients
- ✓ ADC facility has a maximum occupancy of 60 clients; target occupancy is 75% or ~45 clients after 36 months
- ✓ ElderServe ADC is projected to reach positive net income starting in year 3



| | Year 1 | Year 2 | Year 3 |
|--------------|-----------|-----------|---------|
| Avg. Clients | 10 | 28 | 43 |
| Revenue | \$0.3 M | \$1.0 M | \$1.6 M |
| Net Cashflow | (\$0.5 M) | (\$0.3 M) | \$0.1 M |

The ultimate goal is for ElderServe’s adult daycare program to be **self-sustaining**, with any excess income going to **support the senior center services**

Funding Needed

\$1.4 M

already raised

for renovations at the Oak & Acorn building; renovations have been completed and the facilities are in place for providing adult daycare

\$750K

already raised

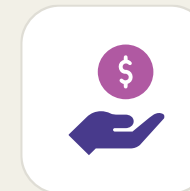
from the City of Louisville to help cover ADC expenses over three years

\$750K

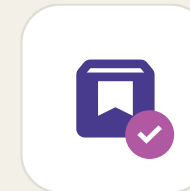
needed

in startup capital is needed over three years (\$250K per year) to launch the adult daycare center and cover operating deficits until reaching positive cashflow

Funds will go toward covering:



Staff salaries for care services, activities, transportation, meal prep



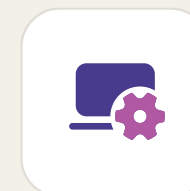
Startup supplies



Transportation



Community outreach



General administration

Join Us in Making a Difference

Donate Today:

Your financial support is crucial for sustaining and expanding ElderServe's programs and services for seniors in the West End

Impact of Your Contribution:

Donations, especially unrestricted funds, allow us to address urgent needs and ensure the smooth operation of our programs, directly benefiting over 300 seniors each week

Beyond financial contributions, there are numerous ways to get involved

- ✓ Volunteering
- ✓ Partnering on community initiatives
- ✓ In-kind donations
- ✓ Advocating for ElderServe's mission

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Be a part of our community effort to **empower seniors**, **reduce social isolation**, and **foster wellness** and independence among older adults

