



The Senior Center's Potential for Greater Return on Investment

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Roy B. Culler, Jr. Senior Center

- Center of Excellence
- Serves the Greater High Point area
- Partner with Senior Services
- 2,501 Unduplicated
- 177 Dailey
- 36 % Ethnic



Our

- **Successes**

1. Expanded programs/services
2. Increased attendance
3. Diversity



- **Challenges**

1. Lack of space
2. Adequate recurring General Purpose Funding
3. Large and growing older adult population.

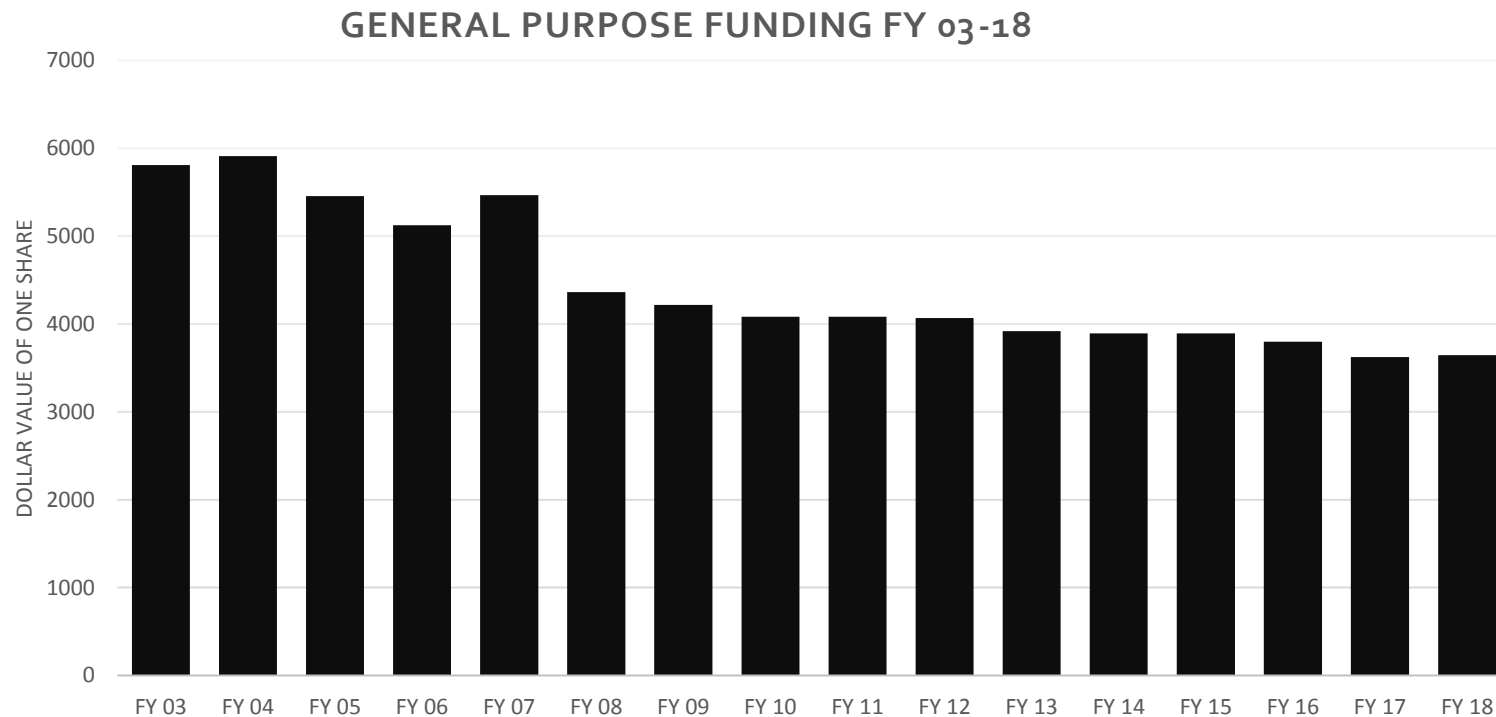


NC Senior Centers

- Certification has made senior centers better because it requires
 - access to services,
 - diversity in programs to serve diverse group of seniors,
 - volunteerism,
 - input from older adults,
 - staff training, collaborations,
 - special projects.
- Anne Johnson Institute has enhanced certification by providing the training needed for success.
- Therefore, Senior Centers are experiencing greater success and have greater potential to provide a better return on investment.

Recommendation based on...

- General Purpose FUNDING hasn't kept up with demand (more seniors, more certified centers= less funding per share)



Return on Investment

Stagnant funding- General Purpose hasn't improved. The shares are smaller.

RISING healthcare costs

- Senior centers address MANY of the **social determinants of health** through improved access to services, health promotion opportunities, volunteerism (has health benefits), reduced social isolation- ultimately improved health outcomes which = less health care costs
- Certified centers address social determinants better.
- General Purpose incentivizes certification
- Increased funding would have a positive return on investment.



Remember Kaye,
there are many more Kayes in High Point,
there are 1000s of Kayes (and Kens)
across North Carolina.

