



Senior Services
COBB COUNTY

FY23 ANNUAL IMPACT REPORT



A photograph of two women hiking on a paved trail. The woman on the left is wearing a light blue long-sleeved shirt, khaki pants, a wide-brimmed hat, and a backpack. She is smiling and holding a trekking pole. The woman on the right is wearing a purple long-sleeved shirt, dark pants, and a yellow scarf. She is also smiling and holding a trekking pole. In the background, other hikers are visible, including a woman in a bright blue shirt and another in a black shirt. The image has a blue tint.

OUR MISSION

Serving Cobb County by promoting healthy aging through education, socialization, and services.

OUR VISION

To create an environment that empowers and embraces aging with confidence.



In marking my first year as Director, 2023 has been an exciting one for Cobb County Senior Services as we continue to provide, create, and implement state of the art programming and services.

According to Neilsberg Research, Cobb County is home to a thriving community of over 185,000 older adults age 55 and above, and Senior Services staff work every day to engage with our participants and partner with other agencies and organizations to improve and enhance their quality of life. Cobb County Senior Services demonstrates its commitment to our older community members and their caregivers by offering opportunities that promote well-being and healthy aging, fostering social connections and engagement, in addition to numerous programs, services, and resources.

Our Human Services Division focuses on delivering home and community-based services that empower older adults to embrace aging, promote independent living, and age in place. Case management, transportation, home delivered meals, personal care, homemaker, and respite care are just a few examples of services that enhance independent living.

Through continued innovation, Cobb County Senior Services meets seniors where they are. We have increased our visibility in the community, had an overwhelming turnout at our annual Expo and Marketplace, received the Outstanding Partnership Award from Wellstar Health System, and laid the groundwork for even greater impact in the years to come.

I invite you to visit our website, check us out on social media, or, better yet, join in the excitement and fun and engage in life-long learning activities by visiting one of our seven centers located throughout the county. We appreciate your support and the opportunity to serve you.

Thank you to the entire Senior Services team and to our devoted volunteers for making 2023 a successful year! We look forward to 2024 and the wonderful opportunities it brings to make a difference in the lives of our 55+ community members as we continue to provide high quality programs and services.



Ioana Bovo Nicolescu, MPA
Director
Cobb County Senior Services





BACK IN BUSINESS



In December 2022 an unexpected cold snap resulted in the freezing and rupture of sprinkler systems, leading to flooding incidents at both Freeman Poole and West Cobb Senior Centers. While West Cobb experienced only minor damage and resumed operations within a month, the situation was more severe at Freeman Poole, where the entire facility sustained substantial water damage, with water levels reaching up to four inches throughout the building.

In the first quarter of 2023, a restoration effort was undertaken at Freeman Poole Senior Center. Cobb County Property Management oversaw the repair process, which included the installation of new drywall, fresh paint, and new carpets. Additionally, the center received an upgrade in its furnishings. We are pleased to report Freeman Poole Senior Center reopened its doors on April 12, 2023, ensuring a welcoming and improved environment for the community.



MAKING OUR MARK

We were proactive in advocating for issues affecting the senior community, presenting three proclamations before the Cobb County Board of Commissioners, underscoring our dedication to creating a supportive and inclusive environment for seniors. Two of these spotlighted the **Operation Greenlight initiative**, shining a light on issues faced by veterans. The third focused on promoting **National Ageism Awareness Day**, drawing attention to the challenges faced by older adults due to age-related stereotypes and discrimination.



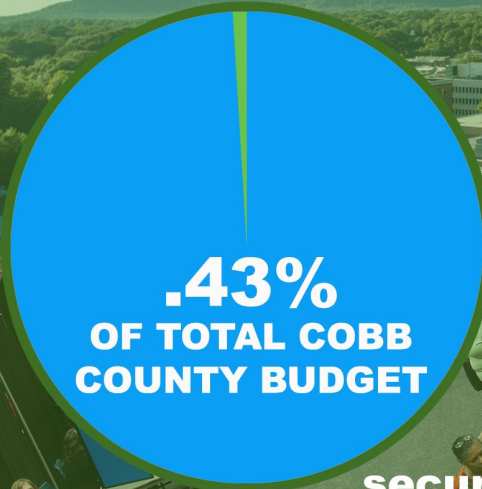
7
new
buses

ON THE ROAD

In October 2022 we welcomed a valuable addition to our transportation fleet: **seven** new buses which are pivotal in our goal of meeting the growing need for reliable and affordable transportation. Our program encompasses two essential services: transportation to three of our centers, and demand response for individual needs such as grocery store trips, dialysis appointments, and other medical visits. This investment in our fleet ensures that we can effectively serve an increasing number of seniors.



BY THE NUMBERS



\$4,989,529
general fund budget 2023

\$3,899,176
secured in grants and sponsorships*



* State Fiscal Year (June 2022 - July 2023)

CONNECTING THE COMMUNITY WITH FINANCIAL RESOURCES

We understand unexpected financial needs can threaten an older adult's independence. Through programs like **Share the Care** and the **Emergency Financial Assistance Program**, we provide crucial, one-time financial support to help bridge the gap and ensure peace of mind.

\$75,000

for utilities, rent, and mortgage assistance through the **Emergency Financial Assistance Program**

\$166,728

for dental, hearing, and assistive devices through **Share the Care**



“They have really changed my life... I can hear and I have a pretty smile again.”

Mary Anderson
Share the Care recipient

EXPO AND MARKETPLACE



This year's Expo and Marketplace was a resounding success, drawing over **850** visitors to the Cobb County Civic Center. With **120** vendors, the event provided valuable information, free health screenings, and resources to our growing senior community.

CHATTAHOOCHEE TECH

Together with Chattahoochee Tech's *Intro to Psychology* class, we provided seniors a chance to meet with students to share experiences and bridge the generation gap, fighting age-based biases and building new intergenerational connections.



ASA CONFERENCE



Our Community Health & Education Manager presented at the **2023 American Society on Aging Conference** on our pilot tablet distribution project, concluding that accessible devices, technological skills, and affordable internet are all needed to bridge the "digital divide" experienced by many older adults.

NUTRITION INITIATIVES

SENIOR FARMERS MARKET

760
served

In collaboration with the **Atlanta Regional Commission**, we hosted **eleven** farmers markets throughout Cobb County. We are proud to say that out of the 11 counties in metro Atlanta, we had the greatest turnout, serving **760** older adults and distributing **\$38,000** in fresh produce.



500+
served

WELLSTAR MOBILE MARKET

Working with **Wellstar Health System** and **Goodr**, we established **five** pop-up markets at Austell Senior Center. This collaborative effort allowed us to reach over **500** community members with a diverse range of essential groceries. These included shelf stable meals, meat, eggs, bread, milk, juice, and fresh produce, all free of charge for residents signed up for the event.





HERE COME SANTA'S ELVES

Launched in 2005, Santa's Elves continues to be a beacon of holiday cheer by combating senior isolation during the holidays. Our mission: spread joy one wish list at a time. Donors choose gifts from clients' personalized lists, ensuring warm clothes, desired items, and a reminder they're not forgotten. Every gift, delivered with care by our staff and volunteers, brings comfort and happiness to our most vulnerable citizens.



172
hours
offered

FALL PREVENTION

We believe everyone deserves a life free from falls and are committed to promoting a fall-free community for older adults. Through evidence based programs like **Tai Chi for Arthritis**, **Bingocize**, and **Matter of Balance**, we are working to make Cobb County a safer place for everyone. Not only do we offer these programs in our centers, but we conduct community outreach activities at assisted living facilities, churches and libraries, all in an effort to reach as many as possible.



FODAC

(FRIENDS OF DISABLED ADULTS AND CHILDREN)

Through continued efforts with FODAC (Friends of Disabled Adults and Children), we were able to provide essential mobility assistance to older adults in need with items such as wheelchairs, walkers, and more, helping people maintain independence and live safely in their homes.

106
FODAC devices
delivered to over
75 clients

PASSPORT TO HEALTH



We joined forces with Wellstar for *Passport to Health*, empowering seniors to proactively manage their wellbeing. This collaboration brought interactive health information, screenings, and resources to seniors across the county, including a dedicated event at Freeman Poole Senior Center.

EXTENSION CLASSES

Senior Services and UGA Extension's collaboration cultivates vibrant learning for older adults. Exploring gardening, healthy cooking, and more, seniors flourish with confidence and connection. This partnership empowers seniors to embrace lifelong learning, painting a picture of aging as a time of growth and endless possibilities.



COLLABORATIONS

A man and a woman are riding a roller coaster. The woman is wearing a blue shirt and pink pants, and the man is wearing a red shirt and a white cap. They are both smiling and holding onto the safety bar. The background shows the structure of the roller coaster against a clear blue sky.

A YEAR OF ADVENTURE!

Dedicated to providing new and exciting experiences for older adults, our mission is rooted in creating opportunities that not only keep seniors active but also foster a strong sense of community and well-being. Throughout the year, we strove to create events that went beyond the ordinary, offering a chance to embrace life's adventures.

- ◆ **Senior Day at the North Georgia State Fair** created lasting memories with carnival rides, tasty fair treats and fun shows.
- ◆ **Seven Springs Waterpark** offered a refreshing escape where seniors enjoyed water aerobics, a water slide, and lazy river experience, strengthening bonds under the sun.
- ◆ The 1st annual **Miss Senior Services Pageant** celebrated the elegance and wisdom that come with age, challenging stereotypes and encouraging everyone to embrace beauty at any age.
- ◆ With Cobb PARKS, the 2nd annual **Big Dill Pickleball Mixer** brought a day of friendly competition and laughter, proving that an active lifestyle knows no age limit.





Beyond meals delivered or classes led, our volunteers build a bridge of unwavering support between our organization and seniors. Their tireless efforts, from classrooms to the front desk, fuel our mission and brighten countless lives. They are the heart and hands of our success, and every contribution, big or small, is invaluable. Thank you, volunteers, for making a world of difference.



We proudly highlight the success of Veteran Connection, an initiative that fosters camaraderie and support among our nation's heroes. Through monthly meetings held at various locations, veterans have been provided a platform to connect, share experiences, and forge lasting bonds. The program not only facilitated meaningful interactions but also offered engaging sessions featuring inspiring speakers. Additionally, veterans enjoyed enriching excursions to iconic Georgia landmarks including the Atlanta History Center and Museum of Aviation in Warner Robins.



AUSTELL SENIOR CENTER



Austell Senior Center was the proud recipient of the Outstanding Partnership Award from Wellstar Health System for our efforts in addressing food insecurity through collaboration with Wellstar and Goodr in the Mobile Market program.

MARIETTA SENIOR CENTER

Marietta brought the thrill of bingo together with the benefits of exercise as they completed 20 sessions of Bingocize! They improved balance, strength, and flexibility while having fun. Special thanks to Wellstar Kennestone Trauma Services for helping us lead this class.



NORTH COBB SENIOR CENTER



Hats off to 20 years of fun at North Cobb! The milestone was marked by Spirit Week, filled with treats and themed dress-up days, offering seniors an opportunity for socializing and creating lasting memories. Congratulations on two decades of service!

SENIOR WELLNESS CENTER



Senior Wellness Center experienced a significant surge in participation, doubling the number of individuals utilizing their workout studios. With separate rooms for cardio and weightlifting, the center caters to diverse fitness needs, exemplifying its dedication to promoting health and well-being among seniors.

TIM D. LEE SENIOR CENTER

2023 saw a record number of 84 classes at Tim D Lee, from pilates to tai chi, from foreign language to art. No matter your interest, they have a class for you. Sweat, smiles, and friendships bloomed in every corner, and the halls echoed with the joy of active seniors living life to the fullest.



WEST COBB SENIOR CENTER



West Cobb seniors didn't just sit still in 2023! Their day trip program kept them rolling, from fragrant lavender walks at Red Oak Farm to scenic mountain towns. History lovers even explored hidden gems on the Madison Tour of Homes. These trips not only offered picturesque escapes, but also fostered connections among participants with every mile.

CENTER HIGHLIGHTS



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