

# WICKED Aging

spectrum  
generations

1.800.639.1553

spectrumgenerations.org



## A Message from the CEO

### THE CHALLENGES OF RAISING CHARITABLE FUNDS IN CENTRAL MAINE:

#### A Call for Innovation and Entrepreneurship

Raising charitable funds in central Maine has always been a challenging endeavor, but recent economic conditions have made it even more difficult. Nonprofit organizations like Spectrum Generations, which provides essential services to older and disabled adults, are feeling the pressure. With inflation on the rise and no increases in federal and state funding, the need for entrepreneurial and innovative approaches to fundraising has never been more critical.

#### The Economic Landscape

According to afpglobal.org, a growing challenge for American nonprofits in 2024 is a near-universal decline in fundraising metrics including dollars raised, donor counts, and retention when compared to 2022. Central Maine, like many other regions, has been grappling with the economic fallout from the COVID-19 pandemic. The pandemic has strained financial resources, leading to a decrease in charitable donations. According to the Maine Philanthropy Center, foundation giving in Maine has been impacted by historically high inflation and other economic challenges. This has made it harder for nonprofits to secure the funds needed to continue vital work.

#### The Importance of Spectrum Generations

Our agency plays a crucial role in central Maine by providing services such as Meals on Wheels, caregiver support, and health and wellness programs at a time when it is most needed. These services are essential for the well-being of older adults and individuals with disabilities. Spectrum Generations serves over 10,000 people and their families, annually. Maintaining the quality and reach of these services requires substantial funding.

#### The Need for Innovation and Entrepreneurship

To navigate these challenging times, Spectrum Generations and other nonprofits must adopt entrepreneurial and innovative strategies. Here are some approaches we have embarked on:

**Diversifying Funding Sources:** Relying solely on traditional funding sources is no longer viable. Spectrum Generations is seeking new avenues such as social enterprises, partnerships with local businesses, and online fundraising campaigns. If you are able, we need your support.

**Leveraging Technology:** Investing in and utilizing technology to enhance fundraising, bring efficiency, and increase quality in our services, are being explored. You will start seeing us use online platforms and social media to reach a broader audience and engage with potential donors. We are exploring artificial intelligence to improve consumer experience. Spectrum Generations is truly preparing to meet the needs of each generations older adults well into the future.

**Community Engagement:** Building strong relationships with the community is essential. Hosting events, workshops, and volunteer opportunities can provide personal fulfillment, foster a sense of community ownership, and encourage local support.

**Grant Writing:** We have invested to improve grant writing capacity. This is starting to pay dividends as we were recently awarded three multi-year grants totaling \$850,000. Additionally several smaller foundation grants are also supporting mission-critical projects such as developing a Meals on Wheels Pack Room to support operations.

**Innovative Programs:** Developing new, innovative, and entrepreneurial dual-purpose programs or venues to raise unrestricted funds and address state

## SUMMER 2024

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and federal funding shortfalls, will be key to keeping pace with unprecedented inflation and other economic factors. A recent example is the building of our large deck venue at the Cohen Community Center. The Cohen Deck not only offers an expansive and beautiful setting for social dining but is available to rent by the community through our Maine Pine Catering business. All proceeds are then reinvested back into Spectrum Generations' programs and services.

#### Conclusion

The challenges of raising charitable funds in central Maine are significant, but they are not insurmountable. By embracing entrepreneurial and innovative approaches, Spectrum Generations will continue delivering quality services to those in need. It is a time for creativity, resilience, and community collaboration to ensure that essential services remain available to the most vulnerable community members. By adopting these strategies, Spectrum Generations can navigate the current economic landscape and continue to make a positive impact in central Maine and areas of the Midcoast.

Thank you so much for your support.

Sincerely,

Gerard Queally

President and CEO, Spectrum Generations





**Our Mission:**  
to promote and advance the well-being and independence of older and disabled adults, with the support of their care partners, to live in their community of choice.

**Board of Directors**

**Officers**  
Karen Foxwell, Chair  
Rick Ness, Vice Chair  
Anne Conners, Secretary  
Terry Reddy, Advisory Council Chair

**Members**

Linda Ball  
Peter Bedard  
Allen Cairns  
Joanne Elwell  
David Farago  
Dean Jackman  
Diane Morrison  
Carey Paradis  
Josée Shelley

**Community Centers:**

**Cohen Community Center**  
22 Town Farm Road  
Hallowell

**Lincoln County Regional Center**  
(co-located with CLC YMCA)  
525 Main Street  
Damariscotta

**Muskie Community Center**  
38 Gold Street  
Waterville

**Somerset Community Center**  
30 Leavitt Street  
Skowhegan

**Waldo Community Center**  
18 Merriam Road  
Belfast

**Aging and Disability Resource Center:**

**Midcoast Regional Center**  
(co-located with People Plus)  
35 Union Street  
Brunswick

Representatives of Spectrum Generations were joined on May 23 by the Kennebec Valley Chamber of Commerce to celebrate the grand opening of the Cohen Community Deck with a ribbon cutting. Located at 22 Farm Town Road in Hallowell, the Cohen Community Center is a thriving hub of activity offering an Adult Day program, classes on healthy living/health screenings, wellness, technology and an ever changing calendar of fun recreational activities for older adults. Growing in popularity is the organizations' social/congregate dining experience that serves lunch to older adults and their guests, Monday - Friday, 11 a.m. - 12:30 p.m.

The new Cohen Deck will increase service capacity at the center and elevate awareness of Spectrum Generations' programs, services and activities. In addition, the Cohen Deck, Main Dining Room, Muriel Scott Conference Room and other rooms within the Cohen Center are available to rent for events and activities, raising needed funds and resources for the non-profit organization. The deck build was made possible by private donations, corporate gifts and foundations.

That evening, Spectrum Generations also hosted a grand opening event that included appetizers and a cash bar from Maine Pine Catering – the organizations' own catering business which reinvests proceeds back into programs and services. Despite the weather forecast, these celebrations were a great way to kick off Memorial Day weekend with many community members in attendance. ■

Learn more about Maine Pine Catering and Cohen Community Center rental opportunities: [www.mainepinecatering.com](http://www.mainepinecatering.com) and visit [www.spectrumgenerations.org](http://www.spectrumgenerations.org).  
To make a contribution toward the Deck Project, visit [www.spectrumgenerations.org/deck-it-out-campaign](http://www.spectrumgenerations.org/deck-it-out-campaign).







## Internet Safety Video

The Muriel Scott Room at the Cohen Community Center was transformed into a video production suite June 5, as Dan Lambert and his assistant Brandon from Lambert Films, recorded a second round of interviews for an upcoming video series on internet safety.

Bridges Home Services in partnership with the Autism Society of Maine, is producing the training video as a result of first hand accounts from clients they serve, that have been negatively affected by connections made through the internet.

On this day, several individuals spoke about their experiences dealing with internet bullying, scams, and how they avoided potentially harmful situations.

According to Tarsha Rewa, project lead and Adult Day & Community Support Services Director, the target population is people with developmental disabilities and Autism, who receive services through Section 21 or 29 waiver programs.

Our biggest objective, she said, is to educate staff and natural supports to recognize potential risks while utilizing the internet, develop solutions, and create a plan for reporting issues/concerns. The second objective is to have individuals with developmental disabilities or Autism, view the training with staff or natural supports, so they may also recognize potential

risks while utilizing the internet. One of the unique aspects of this project is the training focuses on both staff and natural supports, as well as individuals with developmental disabilities.

The training program will consist of six, eight-to-15-minute modules, creating an approximately one-hour video with a question-and-answer period after each of four modules. Breaking down the program into short, 15-minute modules, allows individuals comprehension of the information without having them become overwhelmed.

Filmmaker Dan Lambert, a Maine native who has been producing and directing documentaries for over twenty years said the project need is an important one. "It's a topic that's not really discussed," he said. "And once you hit 21, the supports really aren't there."

Once completed the training will be offered free of charge and will be distributed outside of the partnering agencies through social media sites such as YouTube. Internally, the

curriculum will be available through KnowBe4.

Look for a premier of the project in October as preparations are being discussed for a showing at the Cohen Community Center Deck. ■

*The project is made possible by a partnership grant from the National Disability Institute and the Office of Aging and Disability Services.*



**"This topic is addressing a need for a population of vulnerable individuals. It is important to me not only as the Director of Community Support Services, but as a mom of a son with a disability."**

**-TARSHA REWA**

# Annual Meeting Awards and Recognition

With a focus on the many partnerships and collaborations Spectrum Generations' has had throughout the year, several volunteers, community supporters, business partners and employees were recognized March 20 at the Annual Meeting.



**EMPLOYEE OF THE YEAR:**  
**Tom Alexander**

presented by, Facilities Director, Rob Melvin on left



**VOLUNTEER OF THE YEAR:**  
**Terry Reddy**

presented by, V.P. of Aging & Disability Services, Nate Miller on left



**APPRECIATION AWARD:**  
**Stephanie Duncan**

presented by, former Board Chair, David Farago



**DIRECT CARE WORKER OF THE YEAR:**  
**Kathy Merrifield**

presented by, Community Case Management Director, Sandy LaBelle on left



**BUSINESS PARTNER OF THE YEAR:**  
**Central Maine Power Company**

accepting the award for CMP was Linda Ball, V.P. of Customer Service, presented by, President and CEO, Gerard Queally



**COMMUNITY CHAMPION:**  
**Bath-Brunswick Regional Chamber & All Saints Parish**

presented by, V.P. of Community Engagement, Lindsay MacDonald, center. Accepting the award for All Saints Parish was Charleen Foley and Cory King for the Bath-Brunswick Chamber.





# COMMUNITY READINESS ASSESSMENT

## For Somerset and Kennebec Counties

AS PRESENTED BY SKCCP

RURAL HEALTHCARE IN MAINE IS FAILING for all involved according to Maine Center for Economic Policy. Despite improvements in recent years, three quarters of adults in the state say it is unaffordable and confusing. Healthy Living for ME® (HL4ME®), Maine's Community Care Hub, has released a comprehensive study with the intent of making positive changes within the service delivery health system.

Through a Maine State Department of Health and Human Services grant, in March 2023, HL4ME convened the Somerset and Kennebec Counties Community Partnership (SKCCP). The SKCCP, made up of 13 community-based organizations (CBOs), three health systems, one healthcare advocacy entity, and the Maine CDC, identified common concerns from Somerset and Kennebec community members attempting to utilize the current CBOs and healthcare systems. By creating partnerships between healthcare, CBOs and the Maine Center for Disease Control and Prevention (Maine CDC) Public Health Central District, SKCCP's purpose is to build effective systems that create healthier communities and its mission is to create a framework for radical multi-sector communication and action that optimizes well-being of all who live in Somerset and Kennebec Counties.

To this end, HL4ME partnered with SKCCP to produce its "Community Readiness Assessment" report on Somerset and Kennebec Counties with the goal of improving community health and resilience for people with health-related social needs (HRSN). All community member interviews reported difficulty in accessing and navigating the web of existing community and health services.

Other barriers identified as affecting Somerset and Kennebec County residents' health outcomes included the siloed nature of healthcare and community-based organizations service delivery systems that are currently in place; the lack of integration between healthcare and the community-based sectors; and the difficulties people experience in navigating and understanding service delivery offerings. Regardless of an individuals' health related social needs, these three barriers were always present. Furthermore, residents experience high degrees of financial strain, lack of housing options and mental health support, negatively affecting their health quality.

Additional data from SKCCP's Community Readiness Assessment report indicate that while 12% of all Mainers live in poverty, Somerset County has 20% and Kennebec County 13%. One hundred percent of Somerset and Kennebec County residents live in rural areas as classified by the federal government and 13% of Somerset and 11% of Kennebec County households spend more than 50% of their income on housing. Additionally, mental health barriers prevent residents from getting help, including a fragmented and complex system of services across sectors and lack of availability to information access services.

Interviewees commonly cited challenges in accessing and navigating existing services, along with policies, practices, and perceptions causing disproportionate barriers, such as complexity and redundancy in available health and social services, uncertainty of enrollment eligibility, and variations in actual receipt of services.

Knowing the existing and current obstacles to access healthcare, three opportunities for improvement surfaced: 1) starting community provider check-in meetings; 2) further research and development of the community care hub concept; and 3) a bi-annual community solutions workshop that is open to community residents of Somerset and Kennebec Counties.

With the Community Readiness Assessment as a roadmap, SKCCP's next step is to develop a thoughtful implementation plan to remove barriers identified by the report through improved collaboration, coordination, and integration between healthcare and CBOs. The plan will use the CRA framework to highlight community needs, creating a new system design that addresses health related social needs with a person-centered approach. The goal is to tackle such issues with a culture of collaboration and coordination; joint governance; infrastructure needed for long-term success; fiscal and operational sustainability; data collection, security, and transfer; service delivery integration, and most importantly, continuous community voice and perspective for all planned initiatives.

To check out SKCCP's Community Readiness Assessment report, scan the QR code above. ■



# Medicare Savings Program

**Income limits are expanding,  
and now more Mainers are eligible!**



The Medicare Savings Program helps older Americans pay for the costs of health care. As of July 1, 2024, income guidelines will increase making even more people eligible for assistance with Medicare premiums, deductibles, and copays.

TWO LEVELS OF COVERAGE DEPENDENT ON YOUR MONTHLY INCOME.

**QUALIFIED MEDICARE BENEFICIARY (QMB)** and  
**QUALIFIED INDIVIDUALS (QI)** for people with higher income.

## 2024 Monthly Income Limits for Medicare Savings Programs (starting July 1, 2024):

	QMB	QI
Single	\$2,322	\$3,138
Couple	\$3,152	\$4,259

*There is no asset test or estate recovery requirements  
for the Medicare Savings Program.*



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[www.SpectrumGenerations.org](http://www.SpectrumGenerations.org)

*Spectrum Generations, the Central Maine Area Agency on Aging and Aging and Disability Resource Center, has been a leading provider of information and advice, referrals, programs and activities for over half a century. The Medicare Savings Program Outreach and Enrollment grant, is provided in partnership with Maine Health Access Foundation MEHAF (grantor).*

# MAINE PINE CATERING

## FINDING A SWEET SPOT IN 2024



*Meet the MPC Team. From left is Emily Willett, Catering Assistant; Kevin Smith, Per Diem Catering Server; Barbara Bondeson, Catering Sales and Event Manager; and Rhonda Jolivette-Field, Catering Chef.*

Maine Pine Catering (MPC), Spectrum Generations' (SG) full-service catering and event planning agency serving the greater Central Maine area, is making 2024 a banner year. Now in its second year with the Maine Pine Catering moniker, profits from the catering arm are reinvested in Spectrum Generations' mission to advance the well-being and independence of older and disabled adults.

According to Jenn Brown, Director of Nutrition and Center Operations, MPC has been experiencing substantial growth, and has also been showing growth in the kinds of events it services. This time last year (April), only five events were booked compared to this year where more than 50 have signed on with 13 open leads.

### *What kind of events is MPC servicing?*

Currently MPC runs the gamut with a combination of events, said Catering Sales Manager Barbara Bondeson. Corporate events, business after hours, senior luncheons, along with bridal and baby showers are all popular. So are BBQs, holiday parties, recognition events, retreats, birthday parties, retirement parties, and celebrations of life. So far this

year there are 25-30 weddings booked through 2025 and according to Barbara, four events were booked within the last seven days.

MPC data shows corporate events are by far their most lucrative, followed by weddings, and luncheons. The bulk of events, 54%, are held at the Cohen Community Center, 31% are off-site, and eight percent are at the Muskie Community Center in Waterville.

MPC also participated in the Maine Culinary Festival in April at the Augusta Civic Center and is now gearing up for Taste of Waterville, an annual showcase of flavorful local offerings at the Waterville riverfront, on July 31. Also coming up this summer is the Mixology Challenge at the Cohen Center on Friday, August 16 from 5 to 9 p.m. where MPC will be providing appetizers.

Their core service is catering, cooking nutritious food, bringing the provisions to an event, and setting up. Sometimes staff remains or other times the job consists solely of setting up. There is also a reception, dining, and bar tending service offered.

New ideas happening soon include retail space at Cohen and Muskie Centers where their signature "Take & Bake" meals and pizzas will be available for purchase.

A recent wedding on the Cohen Community Center Deck went over extremely well, according to Barbara, with MPC garnering many compliments. "The bride and groom were very happy and we were very pleased," she said. "Everyone worked well with each other." Smaller fundraising events on the deck such as happy hours, mic nights, or specialized parties, are also being considered.

Large scale BBQs, and planning and coordination of catering within onboard sea vessels are areas Jenn would like to see expand. She also sees the benefit of providing staffing through corporate partnerships for specialized events.

For Jenn, she would like the current growth to translate into MPC being known as central Maine's top choice as a community caterer. "We are really excited to see the growth and know the concept is working," she said. ■



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**SAVE THE DATE!**

**Monday, Sept. 16 | 5 p.m.**  
**AUGUSTA CIVIC CENTER**  
76 Community Dr., Augusta



To purchase tickets or become an event sponsor,  
scan the QR code or visit,  
[www.spectrumgenerations.org/celebrity-chef-challenge](http://www.spectrumgenerations.org/celebrity-chef-challenge).



## Caregiving Help

### Respite for ME Pilot Grant

A note of gratitude sent to  
Family Caregiver Specialists  
Rita Fraser and Diane Bertrand.

April 24, 2024

Dear Rita & Diane,

*This note is to tell you how much the Respite for ME care fund has meant to me. My wife of 58 years has been under my care for three years. This is the first time other than when my daughters help that I am able to find time for myself. As all caregivers know it is a long 24-7.*

*I had to pay the expenses before Respite, and will pay them again. I am better organized, have better success finding help and have renewed confidence moving forward.*

*If there is anything I can do to help you both I would.*

*We have great doctors, some of which have taken special interest in my special partner. Your funds let me do it, your good attitude gave me confidence.*

Thanks so much,

Team Morse  
Barbara & Andy

## Your Care Matters Most of All

We understand that becoming a caregiver for a loved one can be a stressful, emotional, and difficult journey.

As a caregiver, you may qualify to participate in a pilot respite program designed to reduce stress levels for caregivers through the reimbursement of services. Some examples include in-home care, adult day break, chores, yardwork, self-care, assistive technology, and more.

Respite for ME Grants, funded by the Maine Jobs and Recovery Plan, will allow non-paid caregivers to access respite care as well as other services not currently covered by existing programs. Eligible caregivers may receive funds, in the form of a reimbursement, in order to access needed services.

The Respite for ME program ends  
September 30, 2024. Call us at

**1.800.639.1553 for more information.**

Eligible caregivers may receive up to \$5,171  
to access needed services.





# Volunteer Spotlight

Here is what our volunteers are saying.



## Why I like delivering Meals on Wheels is because I like the people.

It's not just the meals, it's also a helping hand. There are a lot of different things that we (drivers) have done for our consumers. I helped a woman put her sock on, and put meals in the fridge.

I put aside time to spend, with people who need social interaction. It makes me feel good knowing that I can help somebody, make them laugh, or do small tasks for

them. It's the smile on their face when they see what you're bringing them.

*David's deep caring for his consumers and his willingness to help those in need has taken his volunteer duties to the next level. On his own time, David drives people on his route to appointments, who have no way of getting there.*

**-DAVID LUDDEN, Volunteer for approximately 10 years**



## I feel that Meals on Wheels is a very worthwhile program.

Sometimes you are the only people they see during the week. It is an opportunity to see them laugh and smile while they are telling you things that happened years ago. We also help them to be able to stay in their homes and have their independence.

**-SANDRA LECLAIR,  
Meals On Wheels Volunteer since 2020**

Current volunteer opportunities include taking part in our Money Minders program, State Health Insurance Assistance program, Meals on Wheels drivers and packers, and congregate lunch servers. If you have an interest in volunteering and would like to explore the different opportunities, contact our **Volunteer Coordinator, Stacey Forkey, at (207) 620-1684 or email [volunteer@spectrumgenerations.org](mailto:volunteer@spectrumgenerations.org).**

In the month of May we asked our volunteers to participate in a survey, and of the questions we asked, one was to give reasons why they volunteer. Here are a few of the answers we received:

**I like giving back to the community!**

**To engage with other people!**

**To meet truly nice and appreciative people!**

**To provide assistance to seniors!**

**To have purpose!**



Studies have shown that three of the main reasons why people volunteer are:

**SOCIALIZATION**

**TO GIVE BACK TO THEIR COMMUNITY and TO FEEL THEY HAVE A PURPOSE.**



Spectrum Generations  
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# WICKED AGING

Summer 2024

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✉ info@spectrumgenerations.org  
🌐 spectrumgenerations.org  
📱 @SpectrumGenerations

Come join us on our gorgeous new deck  
at the Cohen Community Center

## Mixology Challenge Friday, August 16 | 5 - 9 p.m.

Watch as our celebrity bartenders compete!  
Each attendee will receive drink samples to vote on.  
Maine Pine Catering will provide hearty hors d'oeuvres.  
Cash bar, live entertainment, \$25/person.  
To purchase tickets, scan QR code or visit,  
[MixologyChallenge.planningpod.com](https://www.MixologyChallenge.planningpod.com)



Cohen Community Center  
22 Town Farm Rd., Hallowell

