

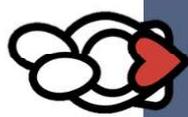
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# Team Building and Leadership through Intergenerational Connection

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2026 Adult Day Services Conference  
March 24-25, 2026

*T. Lee Covington, MPA – President, Senior Services, Inc.  
Renee Griffin, M.A., M.Div. – Creative Aging & Partnerships Officer, Senior Services, Inc.*

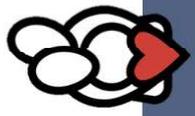




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**HELPING OLDER ADULTS REMAIN  
AT HOME**

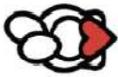
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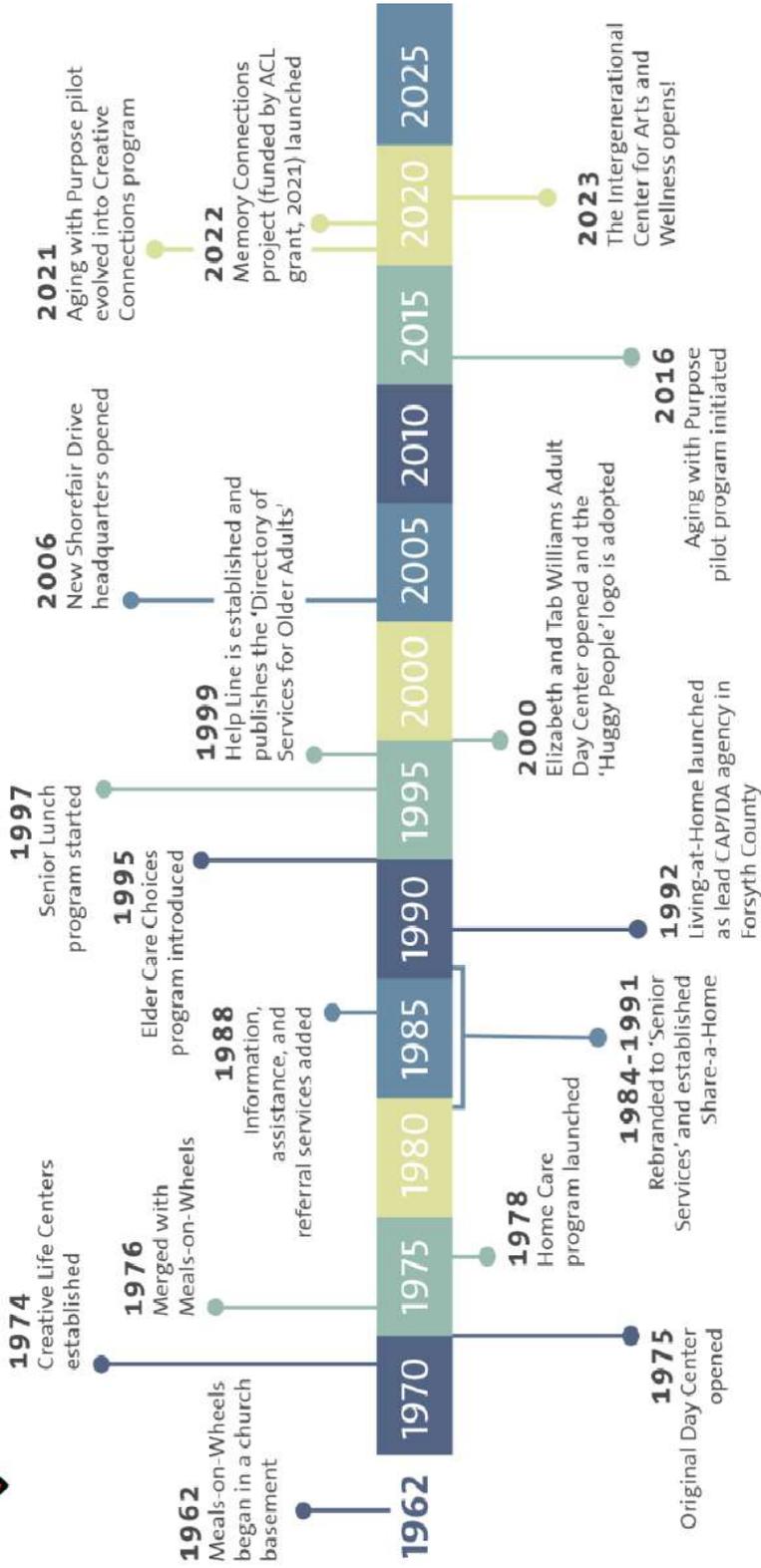
# OUR MISSION

To help older adults remain at home for as long as possible and to help them live with dignity. With concern for those who care for senior adults, we also help caregivers through services and education that will benefit them.





# SENIOR SERVICES TIMELINE



## CAPITAL CAMPAIGNS

Major projects are initiated and focused on every several years.

1999—Blue Print for Dignity  
2004—Compassionate Steps  
2008—Sustaining our Seniors

2011—Just Like Family  
2015—Aging with Purpose  
2021—Creative Connections

# PROGRAMS AND SERVICES

- Williams Adult Day Center
- Nutrition Services
  - Meals-on-Wheels
  - Senior Lunch
- In-Home Services
  - Home Care
  - Living-at-Home
- Aging Resources
  - Help Line
  - Caregiver Education and Support
  - Elder Care Choices
- Special Initiative: Thriving-at-Home
- Creative Connections
  - Creative Connections Classes and Events
  - Kinship Care
  - Age-Friendly Forsyth



# Creative Connections

Lawns of Love

Arts Classes for Adults age 60+

Intergenerational Programs-Blooming Together and

Intergenerational Summer Camp

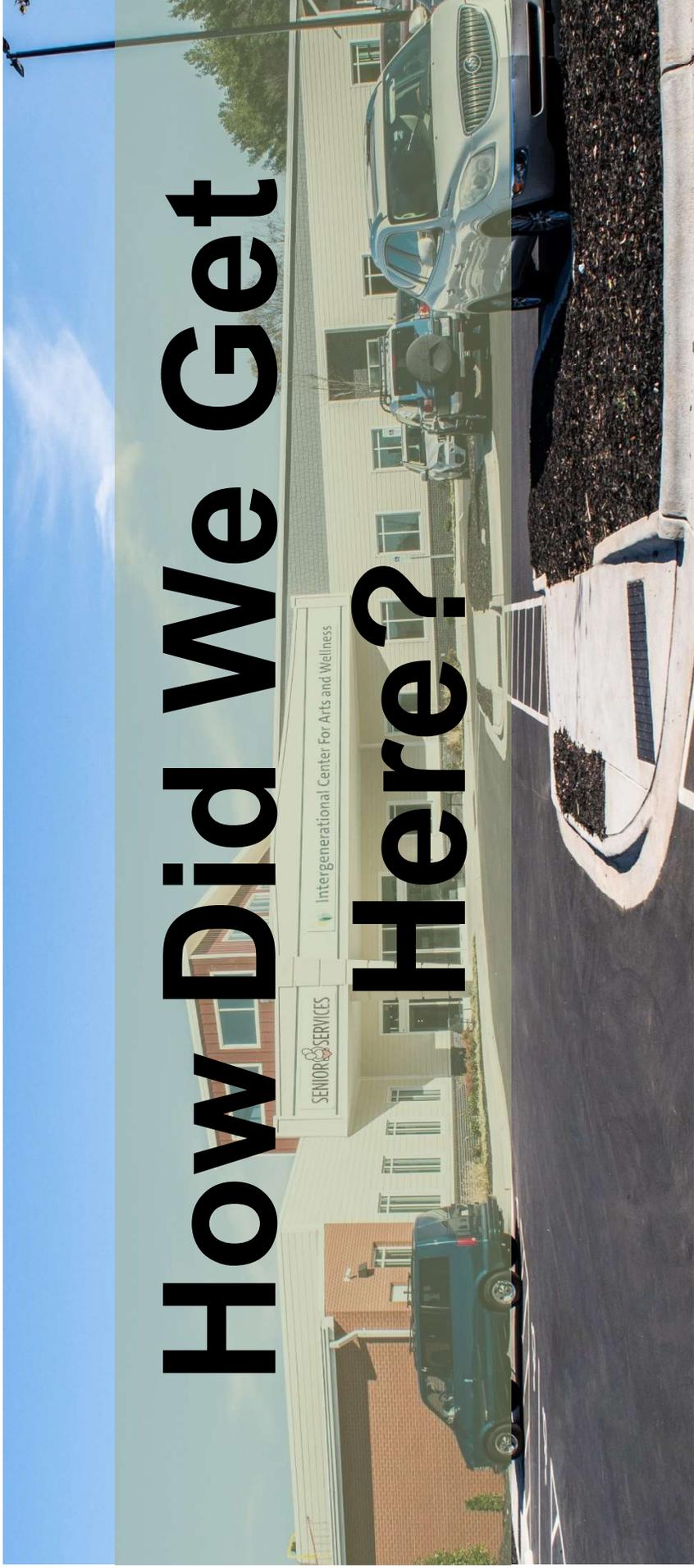
Grandparents Raising Grandchildren Support Group

Age-Friendly Forsyth



# SENIOR & SERVICES

## How Did We Get Here?

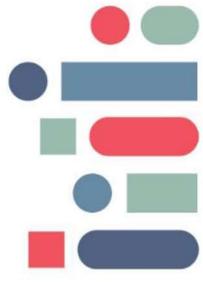




*Transforming the lives of seniors*

- Grew out of our Aging with Purpose pilot
  - Kindermusik
  - In Home Art lessons
  - UNCOSA collaboration – live music in the home
  - IMPROVment dance
  - 40+ Stage acting classes
- Former Williams Adult Day Center across town no longer meeting needs
- Original campus plan from 2004





# Creative Connections Campaign

*Transforming the lives of seniors*



- Launched July 2021 with \$27.5 million goal
- Concluded July 2023 having raised \$28.1 Million



SITE PLAN



# Intergenerational Center

for Arts and Wellness



Opened October 2023

What started with this in early 2018...



*A Community of Solutions*





# Service Delivery in Shared Space

## DEDICATED SPACE COLLABORATORS

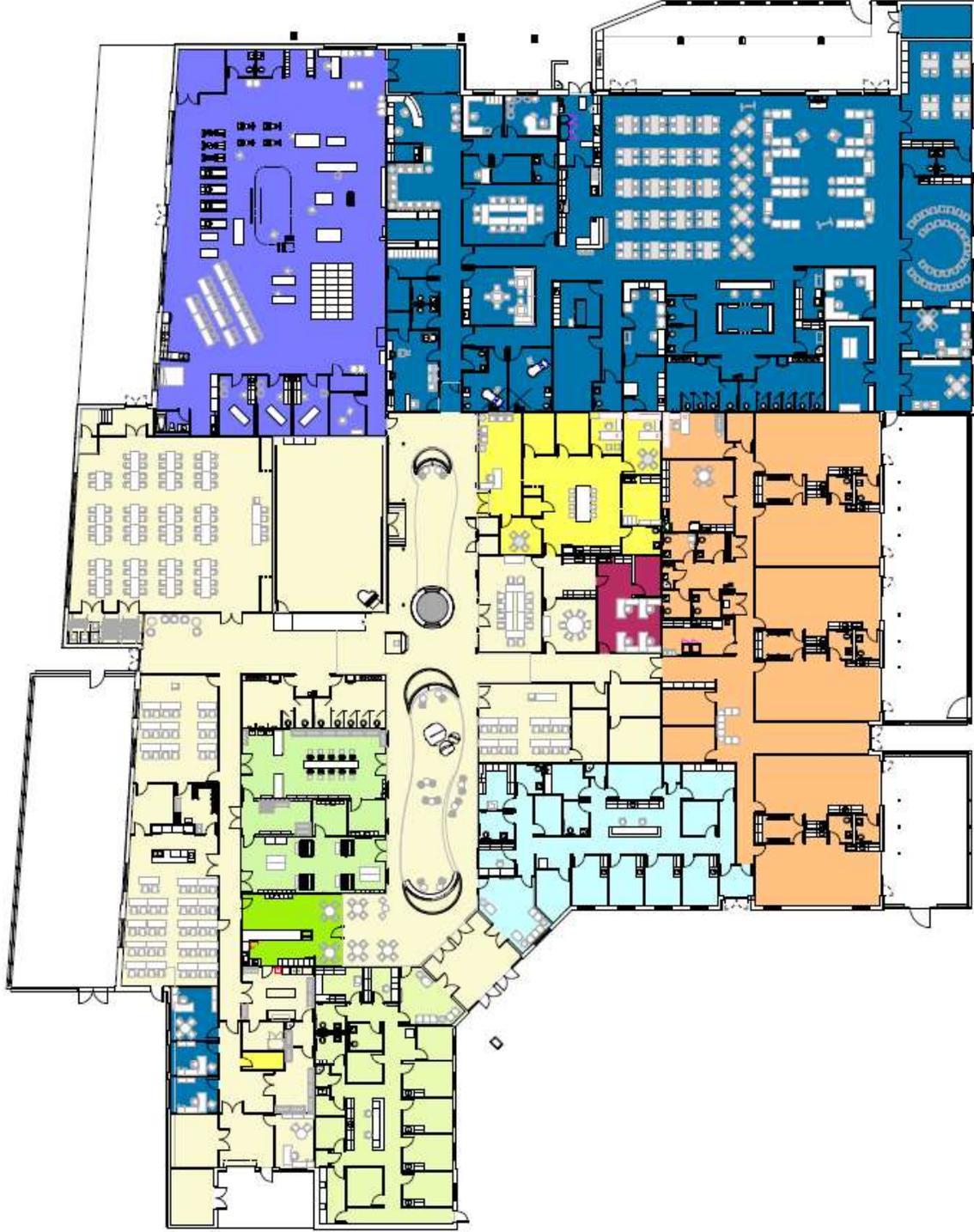


## SHARED SPACE COLLABORATORS



**Area Legend**

- Atrium WFB Sticht Ctr
- Family Services
- Hands On NWNC
- Hispanic League
- Novant
- Sawtooth
- Senior Services WADC
- Shared Commons
- Black Coffee & Cuisine
- WSSU



# Steps Taken to Build Successful Partnerships

- Leveraged Existing Relationships
  - Initial conversations with Sawtooth School and Family Services in early 2018
  - Carefully curated partners as opportunities presented themselves
- Early work
  - Asked Partners to Identify Internal Champions
  - Developed a Collaborative Charter for Partnership
  - Hired Independent Facilitator
  - Focused on relationship building activities
- Conducted a half day Partners' Retreat
- Hold Monthly Meetings and Subcommittee Meetings



## Continuing Engagement

- Monthly partner meetings and one-on-one meetings with each partner organization
- Committees
- Demographic data collection began in April 2024
- Intergenerational program impact data collection began in January 2025
- Lots of partner collaboration – some planned and some very organic

## Challenges and Surprises

- Great success due to significant work done ahead of time to develop trust and expectations
- Research opportunities
- Continuing opportunities to improve
  - Partner engagement in cost reduction
  - Room reset and space reservation



# Margaret Mead



**“Somehow, we have to get older people back close to growing children if we are to restore a sense of community, acquire knowledge of the past, and provide a sense of the future.”**

# Why Intergenerational?



# Why Arts and Creativity?



# What are the benefits of Intergenerational Activity?

Reduces loneliness and social isolation

Builds friendships & social connections

Increases understanding & sharing of experience between generations

Reduces ageism

Enhances learning & skill sharing across all age groups

Creates opportunities for all generations to feel valued and part of their community

Boosts mental wellbeing & self confidence



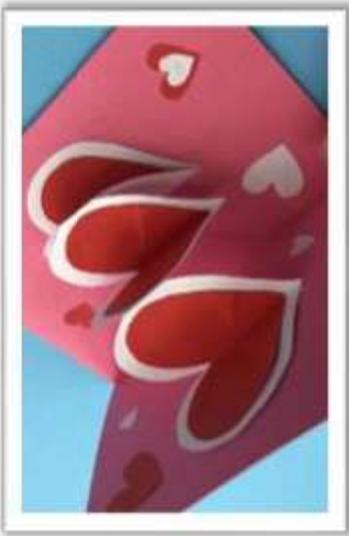
# BUILD RELATIONSHIPS





# Intergenerational Programs





# New Partnerships and Programs



# Intergenerational Programs



# Intergenerational Programs



**Smart Start**  
of Forsyth County



**“Children need the wisdom of their elders; the aging need the encouragement of a child’s exuberance.”**

-Corrie ten Boom



**SENIOR SERVICES**

© 2024 Senior Services Inc.



# New Partnerships and Programs





ArtistCorps  
UNCSA







The  
Enrichment  
Center



## The Enrichment Center Rock Band

© 2024 Senior Services Inc.

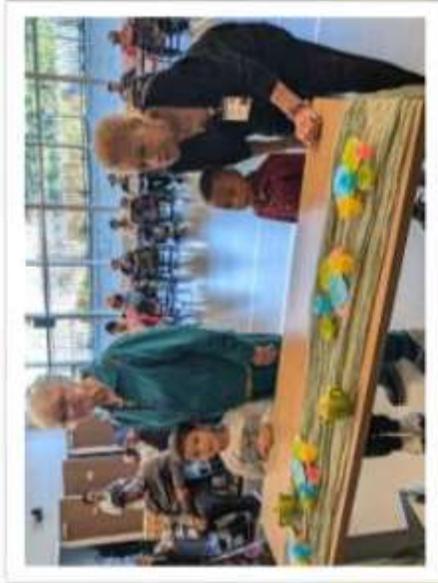




# SAWTOOTH

SCHOOL FOR  
VISUAL ART





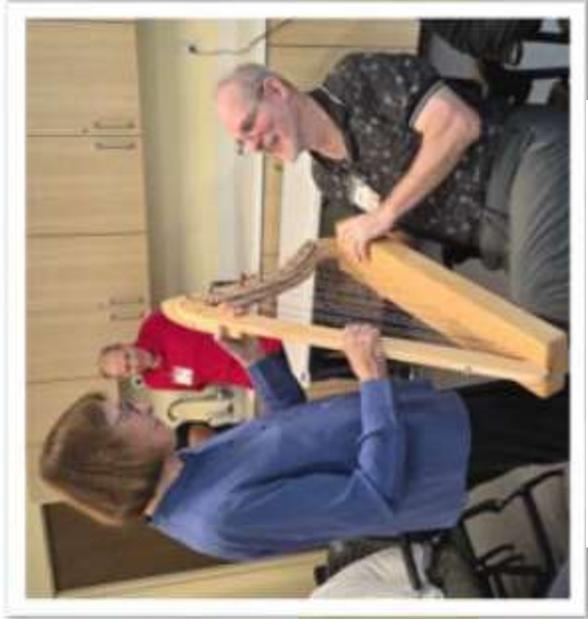
## Senior lunch

# New Partnerships and Programs



Michelle Merrill



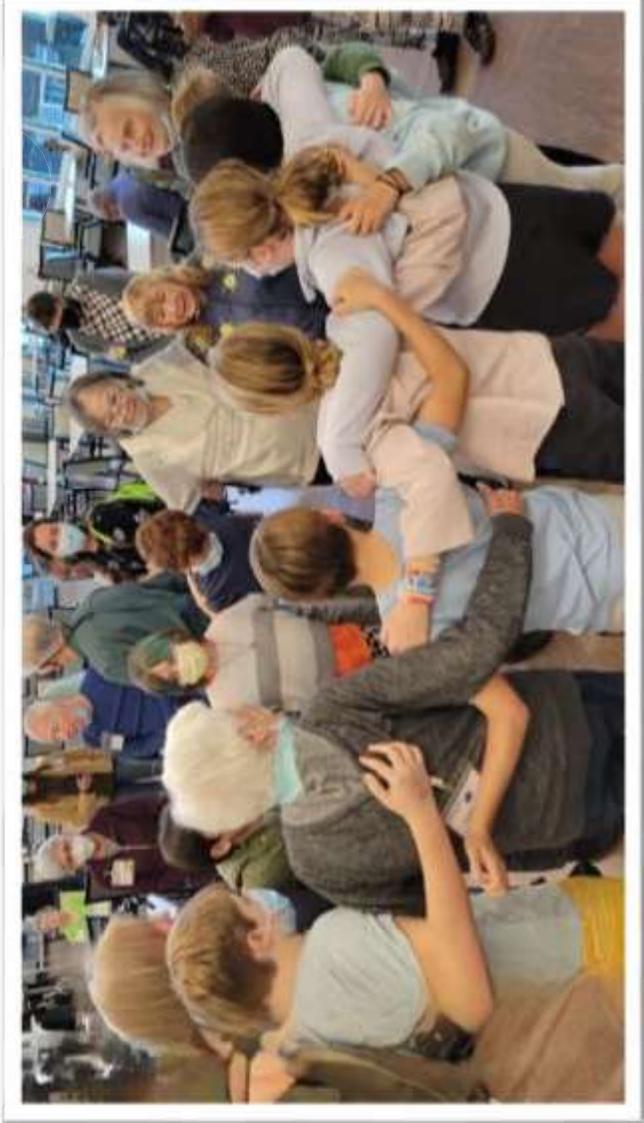


 WINSTON  
SALEM  
SYMPHONY



# Intergenerational Programs







“My favorite thing about coming to the center is watching them get up and have fun dancing. It makes me want to dance too.”

– Henry grade 5 Summit School



# Collaboration without the Stress



# Intergenerational Summer Camp



# Participant Statistics

- **Visual Arts Camp**

- **Turnout:** 17 registered, 9 participated
- **Ages: Adults: 34-72, Children: 7-12**
- **Daily Attendance:**
  - Monday: 5 children, 4 adults
  - Tuesday: 5 children, 4 adults
  - Wednesday: 4 children, 3 adults
  - Thursday: 3 children, 3 adults
  - Friday: 4 children, 4 adults

- **Music and Dance Camp**

- **Turnout:** 21 registered, 19 participated
- **Ages: Adults: 18-79, Children: 7-12**
- **Daily Attendance:**
  - Monday: 11 children, 5 adults
  - Tuesday: 14 children, 7 adults
  - Wednesday: 13 children, 6 adults
  - Thursday: 13 children, 6 adults
  - Friday: 13 children, 6 adults





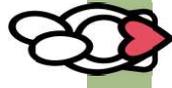
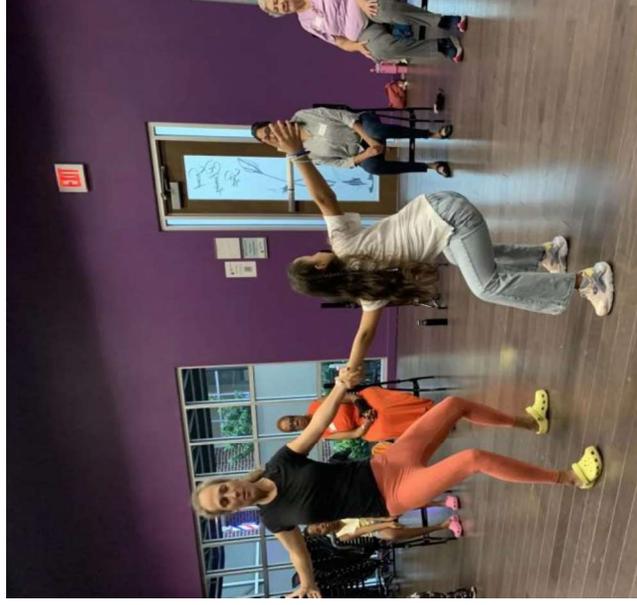
## Session Statistics

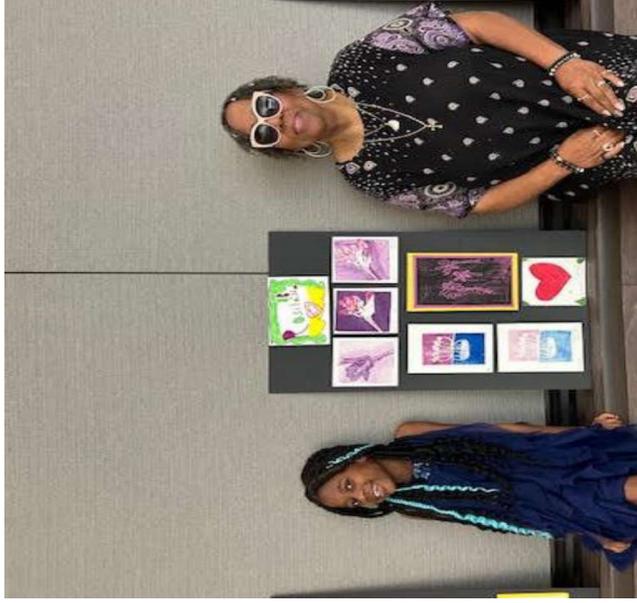
- **Visual Arts Camp**

- Length: 8:30 am-12 pm
  - ✦ 10 am snack break

- **Music and Dance Camp**

- Length: 8:30 am- 11:45 pm
  - ✦ 9:35 am snack break
- Most participants believed length of camp was just right





“I believe this camp should be done again, I would love to do it again.”

### ● **Materials and Supplies**

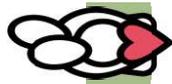
- 81% of adult respondents rated materials and supplies as High Quality. 19% as Satisfactory.

### ● **Connections**

- Adult campers overwhelmingly reported experiencing a sense of belonging and connection to others. More than half (57%) reported being inspired by their experience.

### ● **Expectations and Satisfaction**

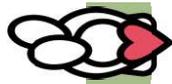
- 100% of adults stated that the camp experience met or exceeded their expectations. 100% rated their overall experience as Good (27%) or Excellent (73%).





We asked the children, “How did you feel about going to camp with your family member?”

- “A little happier someone was with me.”
- “Happy, good.”
- “Normal.”
- “Safe.”
- “It was ok.”
- “It was fun.”
- “Ready for next year.”



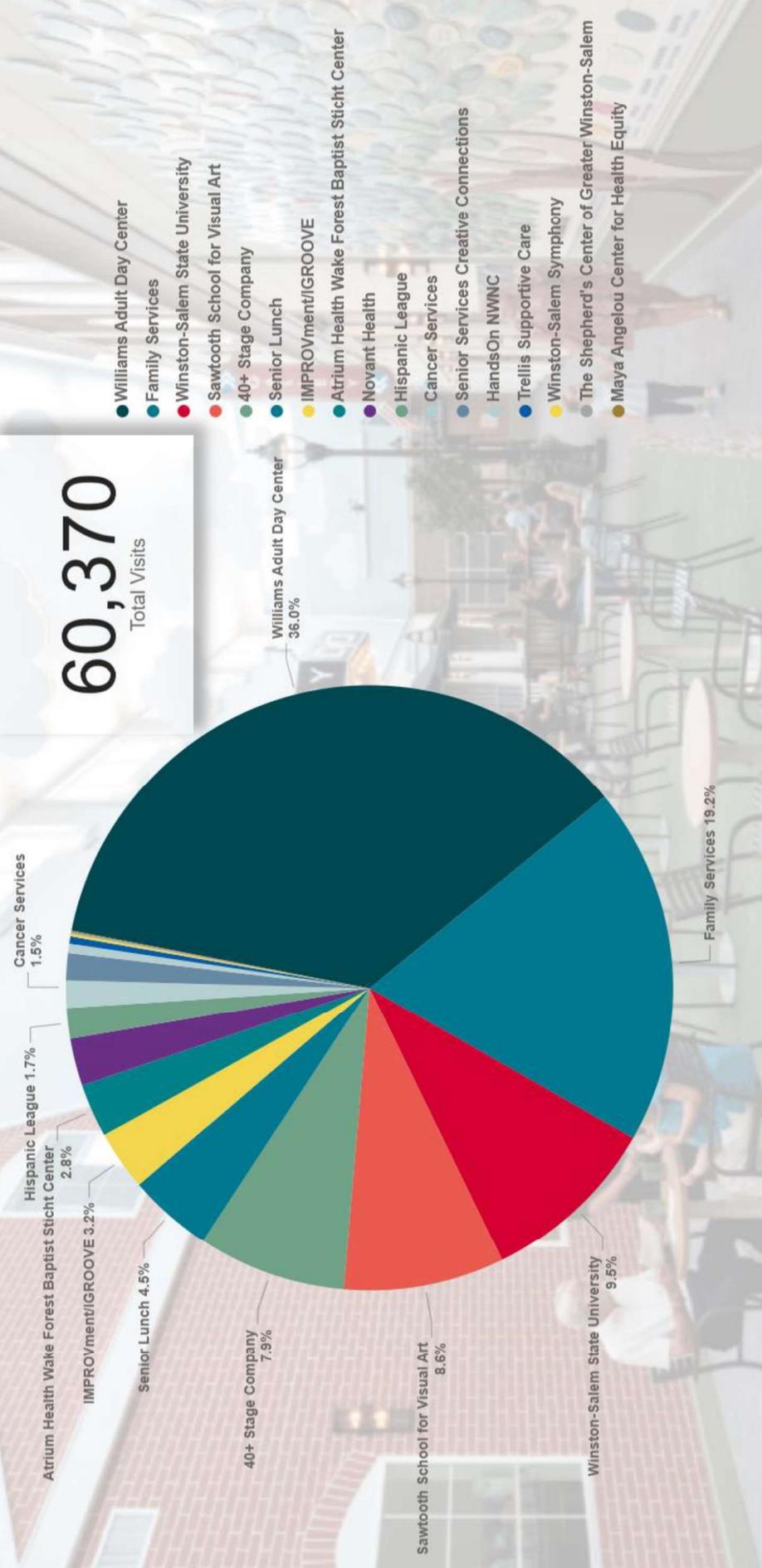
So...how's it goin'?



# Community Response

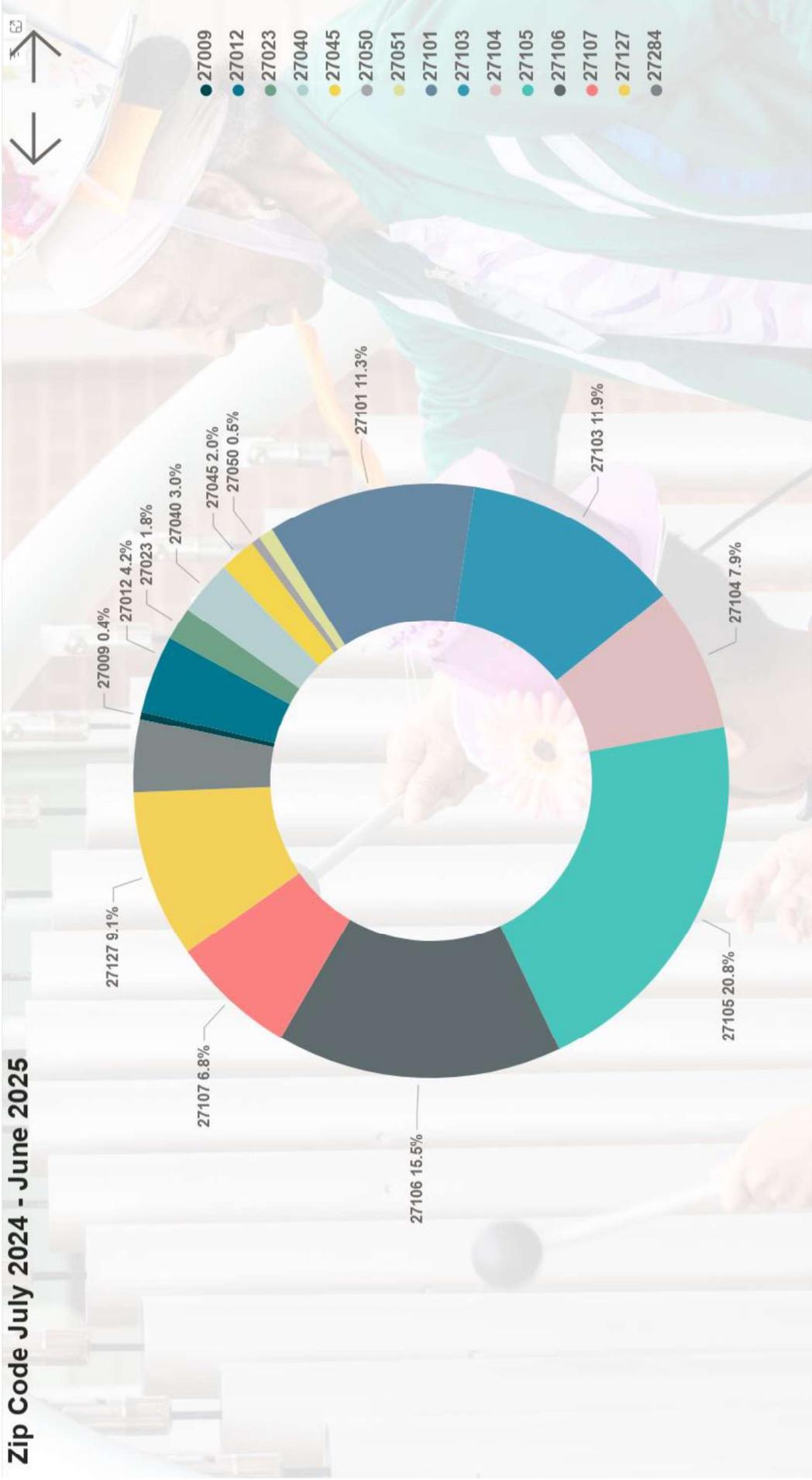
Visits July 2024 - June 2025

60,370  
Total Visits



# Community Response

Zip Code July 2024 - June 2025





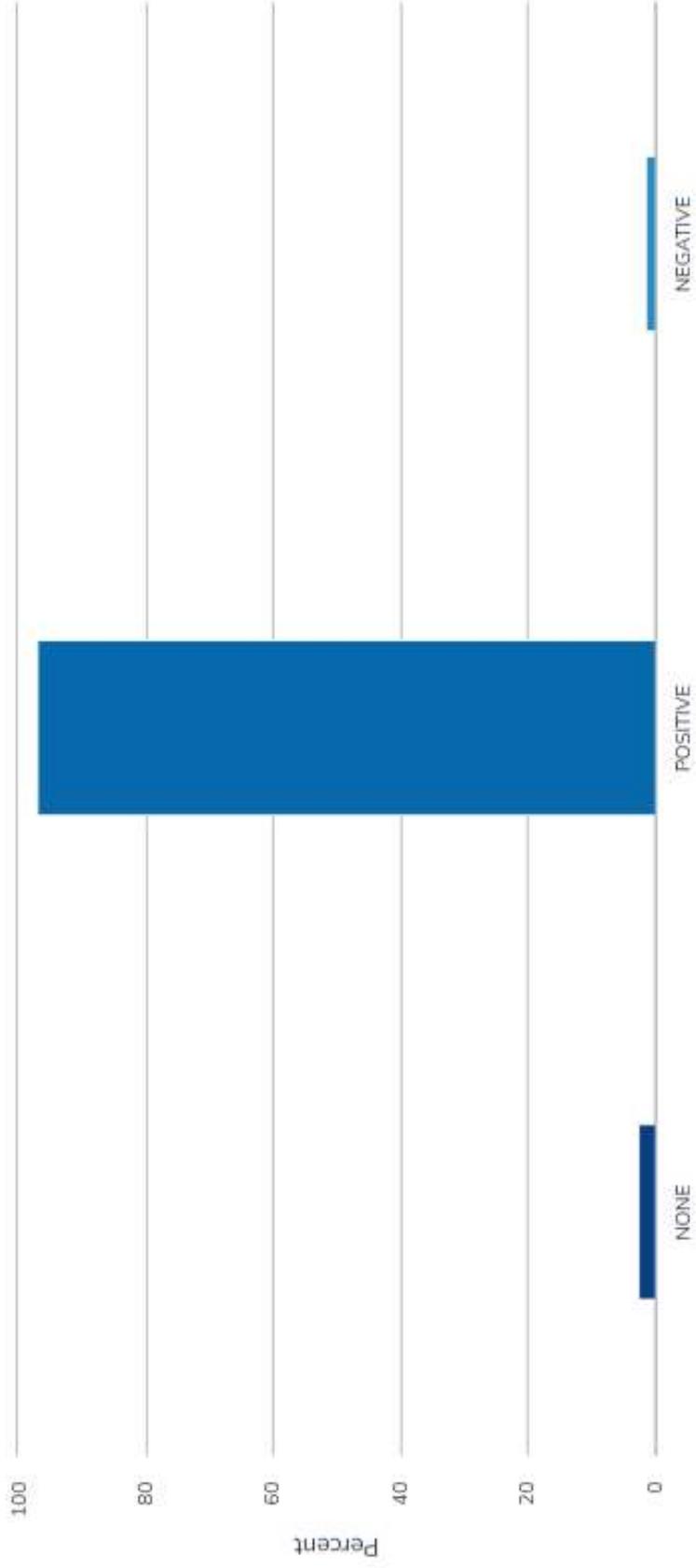
# RECOGNITION

- 2026 NC Campus Engagement Community Partner of the Year Award
- 2025 Weston Award for Excellence in Nonprofit Management – Forsyth County
- 2024 CAHEC Southeast Regional Award for Outstanding Community Impact
- 2024 Triad Business Journal Commercial Real Estate Awards Finalist – Mixed Use
- 2024 Southeastern Association of Area Agencies on Aging (SE4A) Outstanding Community Service Award
- 2024 (Williams Adult Day Center) National Adult Day Services Association Center of Distinction Award – best in America
- 2024 Top Ladies of Distinction Outstanding Leadership to Citizens of Forsyth County
- 2024 North Carolina Division of Aging and Adult Services George L. Maddox Award for Creative Programs for Older Adults



# INTERGENERATIONAL IMPACT

24. 12. What effect did the intergenerational component have on the activity?



# INTERGENERATIONAL IMPACT

27. 13. The success of an intergenerational activity depends, in part, on youth and older adult participants' observable social behaviors. Which behavior was most common among the majority of participants during the activity? Answer separately for youth and older adults.

	Solitary	Watching	Intergenerational Interactive	Total Checks
Youth Participants				
Checks	3	5	106	114
Row Check %	2.6%	4.4%	93.0%	
Older Adult Participants				
Checks	2	9	104	115
Row Check %	1.7%	7.8%	90.4%	
Total Checks				
Checks	5	14	210	229
% of Total Checks	2.2%	6.1%	91.7%	100.0%



# INTERGENERATIONAL IMPACT

28. Which face describes the predominant mood of participants?

	1. Awful	2. Not very good	3. Okay	4. Really good	5. Fantastic	Responses
<b>Youth participants</b>						
Count	0	0	0	46	67	113
Row %	0.0%	0.0%	0.0%	40.7%	59.3%	
<b>Older adult participants</b>						
Count	0	0	3	48	62	113
Row %	0.0%	0.0%	2.7%	42.5%	54.9%	
<b>Totals</b>						
Total Responses						113





TOGETHER  
*We are*  
STRONGER

