

# MISSION, VISIONS, AND VALUES

## OUR MISSION

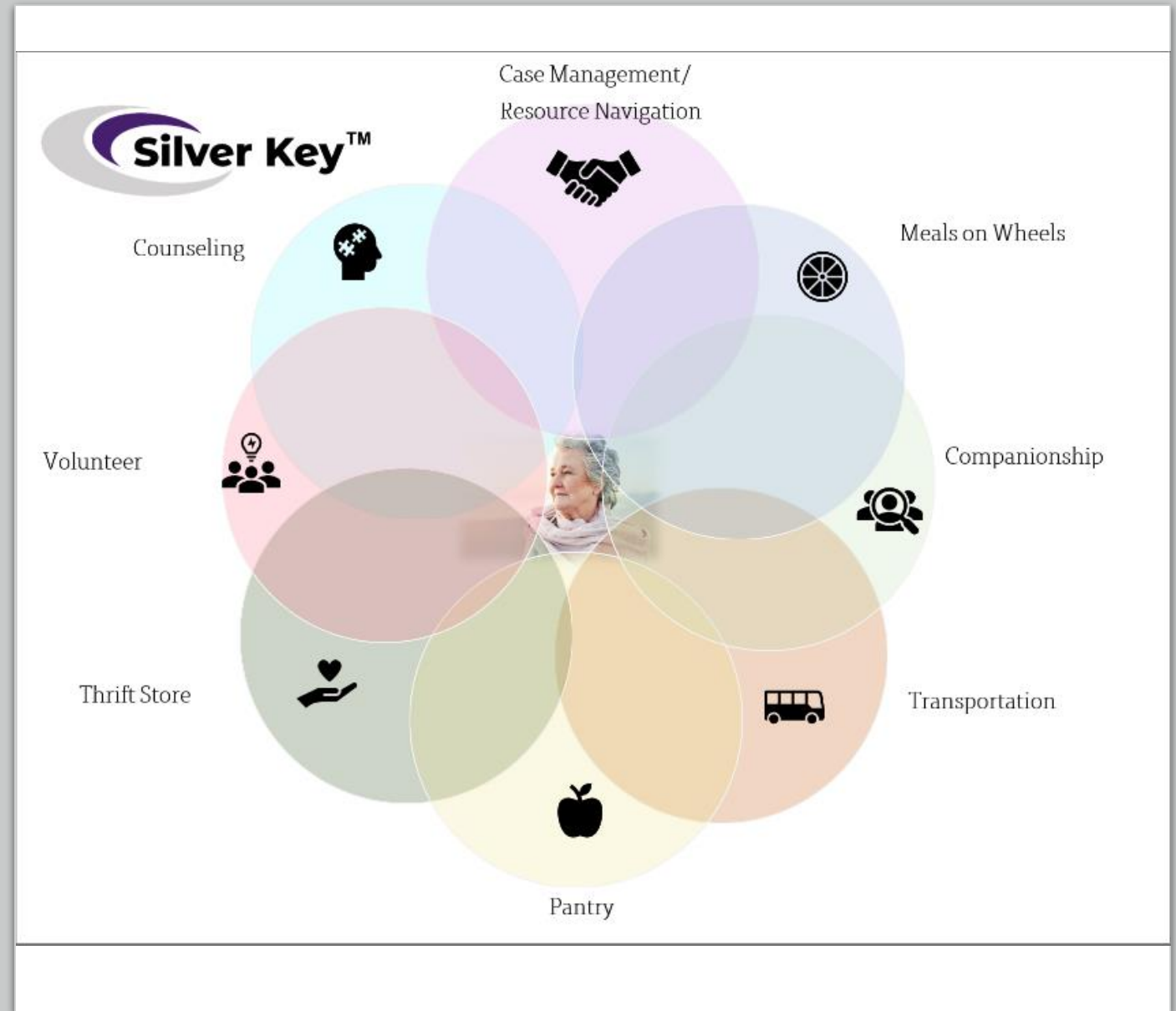
- To serve in partnership with our stakeholders to support a healthy quality of life for seniors, allowing them to age safely with dignity and independence.

## OUR VISION

- The value, worth and needs of all seniors are identified.

## OUR GUIDING VALUES

- Respect for the value and quality of life of seniors
- Commitment to excellence, innovation, compassion, and respect in all we do
- Commitment to customer driven collaborative solutions to problems and effective community partnerships
- Commitment to continual improvement of practices
- Identifying and implementing new, creative ways to serve seniors



## Highlighting 2021 — \$398,492 Silver Key and The City of Colorado Springs Partnership

- City CDBG - \$95,000 - Food Pantry
- City CDBG - \$50,000 - Navigator/Case Manager
- City CDBG Public Facilities - \$53,492
- City TBRA - \$200,000 - Housing

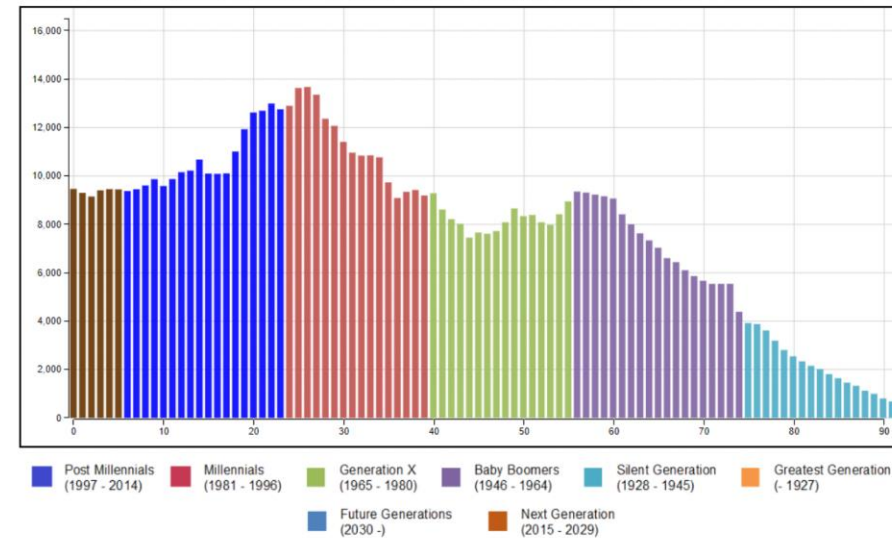


## Meeting the Needs of a Diverse and Aging Community

An AARP Age Friendly community recognizes the changing demographics of the United States and strives to be open and welcoming to people of all ages, abilities and mobilities. The Baby Boomer generation represents approximately 26% of the national population, and as they reach retirement age, we have witnessed a dramatic surge in the national senior population.<sup>1</sup> The AARP estimates that by 2035 the US population will be comprised more of older adults than of children.<sup>2</sup>

El Paso County is affected by this demographic shift as well. The population of residents 65 and older is projected to grow by 179% from 2015 to 2040.<sup>3</sup> In the same time period, the population of residents 85 and older is projected to grow by 337%.

El Paso County- 2020- Colorado State Demographer's Office



## Clients Served:

- Silver Key served a total of 9,135 unique clients throughout 2021.
- Receiving approximately 5,000 phone calls per month over the past two years.
- Transportation, Nutrition, Behavioral Health

## 2022 Strategic Initiatives:

- Growth and Expansion
- Housing
- Insured Care
- Private Pay

## What's going on at Silver Key:

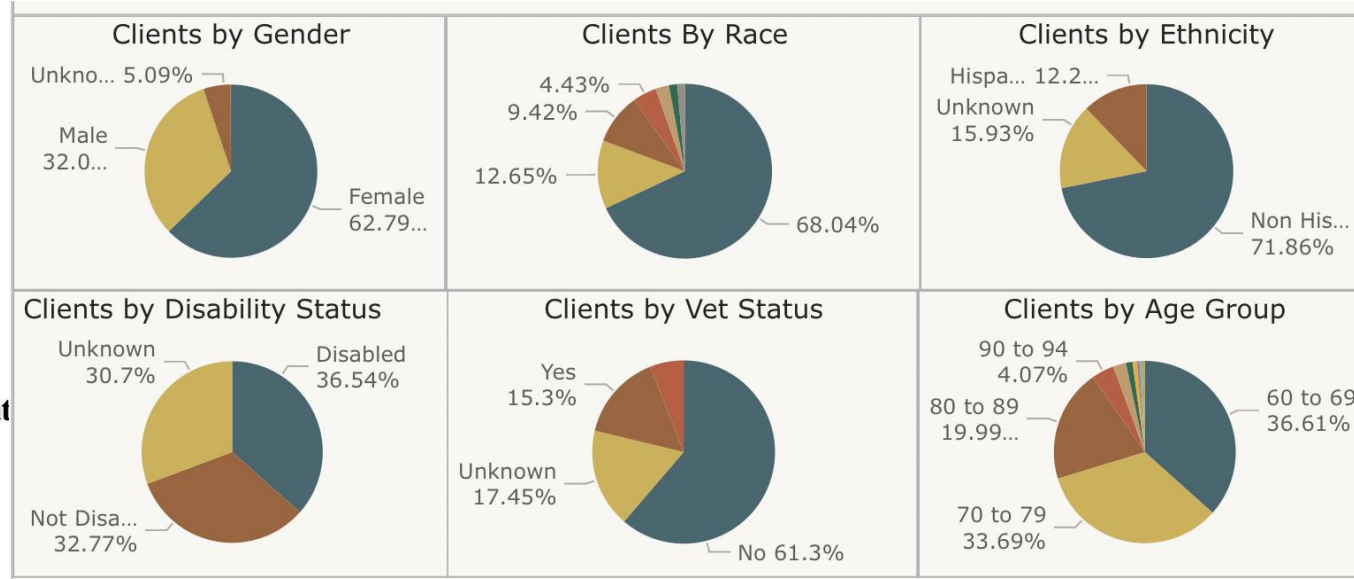
- Pop-up sites in Falcon and Calhan. Moving into Monument
- 50-unit Affordable Housing Project; TBRA; Collaborative with Habitat for Humanity
- Specialized behavioral healthcare to older adults
- Reassurance + and Guardianship

## Call to Action:

- Attend Silver Key Senior Summit on June 15, 2022
- Silver Key is a primary intervention when it comes to Social Determinants of Health
- Aging is all of us....



## Who we serve...



[Silver Key Companionship Services](#)



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