



## **Dear Prospective Board Member,**

Thank you for considering service on the Board of Directors of **Caldwell Senior Center, Inc. (CSC)**, doing business as **Thrive**. The Board of Directors serves as the governing body of CSC and plays a critical role in advancing our mission, guiding our future, and ensuring accountability to the community we serve.

### **About Us**

Caldwell Senior Center, Inc. was founded in 1985 when representatives from three local senior organizations—the Lenoir Senior Citizens Club, Caldwell County AARP Chapter, and Retired Senior Volunteer Program—came together to incorporate as a nonprofit agency. CSC was the first senior center in North Carolina built by the community through an effort led by older adults themselves. The building was originally constructed on land owned by Caldwell Memorial Hospital.

Today, we are proud to operate as **Thrive**, reflecting our mission and vision for the future while honoring the legacy of the Satie and J.E. Broyhill Caldwell Senior Center. Thrive continues to be recognized as a **Senior Center of Excellence** for six consecutive certification periods and has built a strong reputation for providing innovative and impactful programs.

### **Our Vision**

A community where people continue to thrive as they age.

### **Our Mission**

To provide innovative programs and services that enhance the lives of people as they age.

### **Leadership and Staff**

Day-to-day operations are overseen by the Executive Director, supported by two additional full-time staff positions: the Assistant Director and the Office Administrator. Together, staff and board work in partnership to ensure Thrive's continued success and growth.

### **Funding and Board Commitment**

Thrive is an independent nonprofit organization—not a county agency—and receives only limited local government support. The majority of our funding comes from grants, sponsorships, and donations. Because grant funders look for evidence of strong board support, we ask each board member to participate in **100% board giving**. While the amount is based on each individual's circumstances, we ask every board member to contribute at a **personally meaningful leadership level**. Contributions can be made by check, credit card, or through a qualified charitable distribution from an IRA (for those age 70½ or older).

## **Looking Ahead**

In March 2023, the Board and staff developed a three-year strategic plan focused on:

- Strengthening human resources
- Expanding impactful programs
- Preparing for future growth

This plan is available for your review as you consider board service.

For nearly four decades, Caldwell Senior Center, Inc. has been at the heart of aging services in our community. Under our new brand, Thrive, we are poised to expand our reach and continue building a future where older adults are celebrated, empowered, and supported.

We invite you to join us in this important work and to play a vital role in shaping what comes next.

Sincerely,

*April Austin*  
Executive Director