

## Center for Senior Wellbeing Marks Strong Start Following Organizational Merger

Two months in, the senior-focused nonprofit expands outreach, strengthens services, and prepares for an official community launch

FALLBROOK, CA., March 12, 2026 – Just two months after officially merging to form the **Center for Senior Wellbeing**, the newly unified organization is already demonstrating measurable progress in its mission to support older adults throughout the Fallbrook, Bonsall, Rainbow, and De Luz communities. Since operations began on January 1, the Center has successfully integrated programs, staff, communications, and operations across its two campuses while continuing to provide uninterrupted services to seniors and their families.

In the first two months alone, the Center has delivered more than 4,000 service interactions with older adults, reflecting the breadth of programs now operating under one unified organization.

*“Bringing two organizations together always requires thoughtful planning, but our focus throughout this transition has remained the same – ensuring older adults in our community have a clear place to turn for support,” said Perla Hurtado, CEO of the Center for Senior Wellbeing. “Seniors and their families now have a single, trusted resource where they can find assistance, stay connected, and access opportunities that support their wellbeing.”*

### Early Community Impact

In the first two months of operations, the Center for Senior Wellbeing has already delivered vital services and support to hundreds of older adults across the community. Early impact indicators from January 1 to present include:

- More than 1,500 meals served at the senior lunch
- More than 950 rides provided to older adults through the transportation program
- More than 300 individuals have received referral and support services, resulting in over 2,000 individual interactions assisting and advocating for older adults and their families
- More than 550 hours of daytime caregiving provided through the Adult Day Center

### Expanded Outreach and Community Engagement

Alongside maintaining existing services, the Center has also expanded its presence in the community through new outreach programs, partnerships, and engagement opportunities designed to help seniors remain active and socially connected.

Recent initiatives include:

- A Senior Valentine’s Party held in partnership with the Fallbrook Community Center brought together more than 120 attendees, with additional themed senior celebrations planned throughout the year
- A new “Walk and Connect” program for seniors in collaboration with the Fallbrook Land Conservancy, offering guided outings at local preserves – promoting gentle activity, fresh air, and social connection
- A volunteer-led Book Club, creating another opportunity for seniors to gather, share ideas, and stay engaged
- A new support group developed in partnership with the Silverado Dementia Care Certified Team, providing education and support for families and caregivers dealing with dementia
- An equine therapy outreach partnership with REINS, designed to support older adults living with Alzheimer’s and Parkinson’s challenges

Other outreach and activities include expanded community resource tables during senior lunchtime, added CSW Tech Support activities, and continued advocacy and outreach presence at both the senior lunch and Fallbrook Trails senior apartments.

*“The community’s response to our programs and added initiatives has been incredibly encouraging,” said Joanna Costello, Outreach and Development Specialist at the Center for Senior Wellbeing. “Volunteers, new partners, and local supporters are stepping forward in meaningful ways to participate, collaborate, and ensure older adults in Fallbrook feel connected, supported, and valued.”*

### **Strategic Leadership for the Future**

The Center’s Board of Directors has also been actively engaged in guiding the organization’s next phase of development. Since the merger became official, board members have been meeting regularly to establish strategic priorities, strengthen governance, and help shape the long-term vision of the organization. The current Board of Directors includes:

- Nickie Williams – President
- Candy Schoenheit – Vice President
- Howard Salmon – Treasurer
- Jenni Strutz – Secretary
- Liz Cerruti - Director
- Gail Jones - Director
- Jan Ohno - Director
- Jack Schirner – Director
- Mark Weaver - Director

Together with the Center’s leadership team, the board is focused on ensuring the organization remains sustainable, responsive, and prepared to meet the evolving needs of the region’s growing senior population.

### **Official Community Launch Planned for March 17**

To mark this milestone, the Center for Senior Wellbeing will host its official community launch on March 17 from 9:00 am to 11:00 am at its East Campus at 399 Heald Lane, Fallbrook, CA 92028. The event will bring together community leaders, supporters, partner organizations to learn more about the Center’s programs, services, and future plans. All other community members interested in learning more about the Center’s programs and services are welcome to attend and participate in the day’s activities.

Attendees will have the opportunity to meet staff and board members, hear remarks from organizational leadership and regional partners. Guests will also be able to visit informational program tables and take guided tours of several key areas, including the Center’s Thrift Shop, the senior lunch program, and the East Campus facility where the launch will take place.

### **About the Center for Senior Wellbeing**

The Center for Senior Wellbeing is a 501(c)(3) non-profit, charitable organization dedicated to enriching the lives of older adults in the Fallbrook, Bonsall, Rainbow, and De Luz areas. The Center for Senior Wellbeing offers a comprehensive suite of essential services that promote wellbeing, connection and independence for older adults. Services include classes and activities, senior lunches, workshops and support groups, transportation, referral and support advocacy, adult daytime caregiving, volunteer opportunities, and a community thrift shop. For more information, call 760-723-7570 or visit [www.centerforseniorwellbeing.org](http://www.centerforseniorwellbeing.org).

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Carmen Sanchez of Right at Home (left) and Sara Wembes of Silverado (right) helped seniors create personalized Valentine's Day cards at the Senior Valentine's Party.



Chuck and Margaret – married 67 years – attend the Senior Valentine's Party!



Attendees enjoying the Senior Valentine's Party, celebrating friendship, community, and love.



Line dance performers at the Senior Valentine's Party lunch, pictured before their lively performance.



Guests enjoy the festivities at the Senior Valentine's Party.

