

Center for Senior Wellbeing Honors Older Adults through the Senior of the Month Program

Monthly event celebrates exceptional seniors whose service, leadership, and dedication have helped define the community

FALLBROOK, CA., May 21, 2026 – The Center for Senior Wellbeing is proud to announce its new Senior of the Month program, a monthly recognition initiative created to honor remarkable older adults throughout Fallbrook, Bonsall, Rainbow, and De Luz whose lives, service, leadership, and compassion have made a lasting impact on our community.

Each month, the Center for Senior Wellbeing hosts a public gathering recognizing one outstanding senior citizen whose contributions have positively influenced the lives of others and shaped the community. During the event, a local nonprofit organization – selected by the individual being recognized – introduces the recipient and shares stories about their impact, service, and legacy. Each event is also supported by a community sponsor whose generosity includes contributions to both the participating nonprofit and the Center for Senior Wellbeing, as well as providing refreshments for attendees.

The Senior of the Month program was developed as both a celebration and a reminder: seniors are not only an important part of our history – they continue to actively shape the character and wellbeing of our community every day through volunteerism, leadership, public safety, conservation, mentorship, and civic involvement. By recognizing these individuals and sharing their stories, the program helps preserve the legacy of older adults whose contributions continue to inspire and strengthen the community.

The Senior of the Month program also reflects the Center for Senior Wellbeing’s broader mission: to support older adults through programs, services, events, and opportunities that help them remain active, safe, independent, and engaged.

“As an organization dedicated to serving older adults, we believe it is equally important to honor them,” said Joanna Costello, responsible for Outreach and Development at the Center for Senior Wellbeing. “The Senior of the Month program gives our community an opportunity to recognize the extraordinary people who have quietly shaped our lives and neighborhoods for decades. We have already had the privilege of honoring Jackie Heyneman and Ken Munson, and their stories are powerful reminders of the lasting impact one person can have.”

The Center for Senior Wellbeing welcomed its inaugural honoree, Jackie Heyneman, on May 8, 2026. Jackie was introduced by the Fallbrook Land Conservancy, an organization she has tirelessly supported through decades of environmental leadership and advocacy. She is also one of the founders of Save Our Forests, an initiative of the Fallbrook Land Conservancy dedicated to protecting and expanding Fallbrook’s tree canopy and natural spaces. In 1972, she led community efforts to save a group of live oak trees from being cut down – an early conservation victory that sparked a lifelong commitment to environmental stewardship. In 1993, she was instrumental in organizing the planting of 165 oak trees near Live Oak Park, a project that has since grown into thousands of trees and native plants being added throughout the greater Fallbrook area. Beyond her environmental work, Jackie also brought Scarecrow Days to Fallbrook – one of the community’s most beloved traditions. The April Senior of the Month event was proudly sponsored by Right at Home.

On May 13, 2026, the Center honored longtime Fallbrook resident Ken Munson. Introduced by the North County Fire Protection District, Ken was recognized for his lifetime of public safety advocacy and community involvement. From his role on the Board of the North County Fire Protection District, to his volunteer work with Watch Duty, to his community efforts on behalf of the Bonsall Rotary, Ken has dedicated his time and expertise to keeping others safe, prepared, and informed. Additionally, Ken is a retired USAF officer with numerous military citations, holds a Private Investigator’s license, and is a familiar face each holiday season as our community’s beloved Santa Claus. Ken embodies what it means

to give back through leadership, service, compassion, and an unwavering commitment to the wellbeing of others. The May Senior of the Month event was generously sponsored by Assisting Hands Home Care.

Held on the second Wednesday of each month at the Center's East campus, community members are invited to attend future Senior of the Month events and help celebrate the older adults whose lives and service continue to support and inspire all of us.

For more information about the Senior of the Month program, upcoming honorees, sponsorship opportunities, or the Center's programs and services, please call 760-723-7570 or visit www.centerforseniorwellbeing.org.

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.

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Community members gather at the Center's Senior of the Month event to honor local seniors whose service and contributions have inspired all of us in the Fallbrook, Bonsall, Rainbow, and De Luz communities.



Jackie Heyneman speaks to the crowd of admirers and supporters after being honored for her decades-long community service at the April Senior of the Month event.



Ken Munson, with his family and NCFPD firefighters, at the May Senior of the Month celebration where he was recognized for his public service and dedication to our community.