

About Membership in the Senior Services Coalition of Alameda County

Membership Process

SSC's members include providers of health and supportive services for seniors, as well as stakeholders who share a commitment to senior services. Members may include nonprofit organizations, for-profit companies, city government, public agencies, public advisory bodies, elected officials, consumer groups, and individuals. Of these, all but elected officials and individuals may choose to become full members. Membership is obtained by submitting a completed membership form along with an annual dues payment. Current members will be invoiced for their annual membership renewal.

Membership Categories and Benefits

Core Members = Organizations that serve older adults in Alameda County and are committed to working collectively to strengthen the network of services and supports. Core Members hold voting rights, and inform and shape SSC's strategic priority areas, policy agenda and work plan. In addition to receiving timely information on policy developments, emerging issues and funding opportunities, Core Members have access to SSC staff for assistance with individual organization issues, and will receive a 20% discount for SSC conference registration.

Supporting Members = Policy Makers or individuals who support the Coalition's mission. Supporting Members do not have voting rights, but are otherwise invited to participate fully in all Coalition activities.

Affiliate Members = Organizations that wish to support SSC's mission and activities and increase their visibility and contacts with SSC members and stakeholders. Affiliate Members do not have voting rights, but are invited to feature their products and services at select SSC events and in SSC printed and electronic communications.

Membership Dues

In FY 2020-21 membership dues are as follows:

Core Members

\$2,700 per year (organizations with budgets over \$5 million)

\$1,500 per year (organizations with budgets over \$1.2 million)

\$600 per year (organizations with budgets between \$800,000 and \$1.2 million)

\$360 per year (organizations with budgets between \$500,000 and \$800,000)

\$120 per year (organizations with annual budgets under \$500,000)

Commissions on Aging (dues exempt; must submit resolution affirming membership)

Dues reduction or exemption may be requested.

Supporting Member

\$50 to \$500 per year (based on ability to pay)

Affiliate Member

\$500 per year for Communications Affiliate

\$1,000 per year for Event & Communications Affiliate

Guidelines for SSC Membership

Core Members

Selecting dues level - SSC's sliding scale dues structure is linked to the size of a member organization's budget (that is, annual expenditures). Revenue from dues is a cornerstone of SSC's budget and is necessary for covering our core costs and keeping staff. However, participation in the coalition is essential to SSC's success, and ability to pay dues must not be a barrier to membership. Therefore, the following options are available:

Requesting dues reduction - Many organizations have multiple divisions that do not serve seniors, or have budgets highly constrained by restricted funding streams. We ask that members use their best judgment when selecting their dues level, weighing their ability to pay with a recognition of SSC's value to their organization and the aging services system. If you choose to select a dues level that is lower than your organization's formal budget size, simply check the box on the Membership Renewal Form that corresponds to the dues amount that you are selecting, check the box for requesting dues reduction, and send in the form and dues payment.

Requesting dues exemption - Organizations who wish to request an exemption from dues in any given fiscal year may do so by filling out the membership renewal form and emailing it to wendy@seniorservicescoalition.org.

Requesting consulting services - Supporting individual member organizations so they can thrive serves the network of supports that SSC strives to strengthen. Core Members are welcome to seek one-on-one consulting for their organization's individualized issues – from connecting to electeds and other decision makers, to strategic guidance and identifying and assisting with contract and funding opportunities. For time-intensive projects beyond 5 hours of staff time per year – such as proposal review or meetings with funders – a member may be asked to pay a consulting fee of \$50 per hour.

Supporting Members

Selecting dues level - A range is suggested for supporting member dues. Individuals are asked to select payment level based on their ability to pay. Additional donations to SSC are always welcome.

Affiliate Members

The Affiliate Member category is available for businesses and organizations that support SSC's mission and goals, and that seek opportunities to engage our coalition's members and stakeholders.

Selecting Dues Level – Two levels are available for Affiliate Members, representing different levels of engagement: The Communications Affiliate level provides logo space and recognition on SSC's web site and in our monthly e-newsletter that reaches over 1,000 stakeholders representing public, private and community stakeholders. The Event & Communications Affiliate level, in addition, provides virtual "booth" space at SSC's annual conference and logo space and recognition in our monthly member meetings.

About SSC

History

The Senior Services Coalition of Alameda County (SSC) was formed in 1996, with support from the Area Agency on Aging, to help senior service providers address policy issues together. That year, SSC built consensus and brought the collective voice of providers “to the table” where policy decisions were being made about the distribution of federal dollars in the County.

Since then, SSC has provided a continuing forum for members to share information and innovations in service delivery and public policy. The addition of staff in 2002 created capacity to participate in emerging efforts to drive systems change. Since then, SSC has convened events to focus policy maker and public attention on senior issues; built relationships with local and state elected officials; established a reputation as a local resource on senior services and policy; won local investments in aging services; built cooperative advocacy partnerships throughout the safety net; and coordinated efforts to ensure that state and local budget decisions do not put vulnerable seniors at risk.

Purpose and Mission

The Coalition represents nonprofit and public organizations and stakeholders who are working together to strengthen and improve the network of support for older people in Alameda County, especially those disproportionately impacted or at risk because of fragile health, cognitive impairment, disability, language, culture, race, financial status, sex or gender. Collectively, SSC members provide a broad array of health, social, and supportive services to over 79,000 older adults in the County.

SSC’s Vision:

We are building towards an age-inclusive county where aging people are fully a part of the fabric of the community and are able to live safe, healthy and fulfilling lives; where health, supportive and coordinating services work in concert, are easily accessible, and are designed to prepare us to meet the opportunities and challenges of aging; and where people receive the right person-centered service at the right time.

SSC’s Goals:

- Strengthen the voice and influence of the aging services community in shaping policy at the state and county level.
- Increase funding for aging services and strengthen the safety net for economically insecure older adults.
- Build collaborative bridges and support the development of partnerships to leverage social determinants and improve health and life outcomes.
- Drive systems change to improve access to health, supportive and coordinating services that help older adults meet the opportunities and challenges of aging.

Funding

In addition to membership dues and event sponsorships, the SSC is funded through foundation grants. In 2020, SSC is supported by grants from East Bay Foundation on Aging and The SCAN Foundation.

Fiscal Sponsor and Leadership

SSC's fiscal sponsor is Meals On Wheels of Alameda County, a nonprofit organization that receives grant funds for SSC and oversees the activities of the SSC Director. SSC’s Steering Committee oversees and guides the work of the coalition.