

Exploring Missouri's Senior Services Levies – Funding, Impact and Community Support



Session Learning Objectives



What is a Senior Levy?

- Established in Missouri state statute in 1989
- Statute authorizes levies on the county ballot
- Describes the appointment and governance of a Senior Citizens' Services Fund Board
- Established fund uses



How does it work?

The law allows counties to ask voters to allow a tax of up to 5 cents per \$100 of assessed valuation on all taxable property for the purpose of providing services to persons sixty years of age or older. Visit the revised statutes of [Missouri RSMo 67.990 – 67.995](#).



55 Out of 115 Counties have a Senior Levy Fund

- Levy must be passed with voter approval.
- Senior Levy Funds are administered by the county.
- Tax revenue is distributed to businesses & organizations to support services to residents **60 years and older**



Services supported for older residents include:

- Home delivered and prepared meals
- Senior Center operations
- Transportation
- Home-safety repair and maintenance
- In-home support services
- Lifelong learning and exercise programs



Statewide Collective Impact



More than **\$16 million** is generated across Missouri each year

- ❖ **Leverage Resources:** Grantees and partners are able to leverage grants with other funding sources.
- ❖ **Build Capacity:** The funds support local operations including personnel costs to deliver programs.
- ❖ **Measure Outcomes:** Counties collect data, measure impact and evaluate outcomes and conduct satisfaction surveys from residents.
- ❖ **Foster Collaboration:** Opportunities to develop new programs and collaborate with others.

How are county senior funds managed locally?

- Governed by an independent board of citizens appointed by the county commission/legislature
- Board sets by-laws, policies, procedures and manages the budget
- Each year, the state sends each county clerk the set levy amount (which has been determined by collections the prior year)
- Board sets annual funding priorities and grant guidelines.
- MCOA's affinity group provides support for new counties to help their board develop the governance structure.

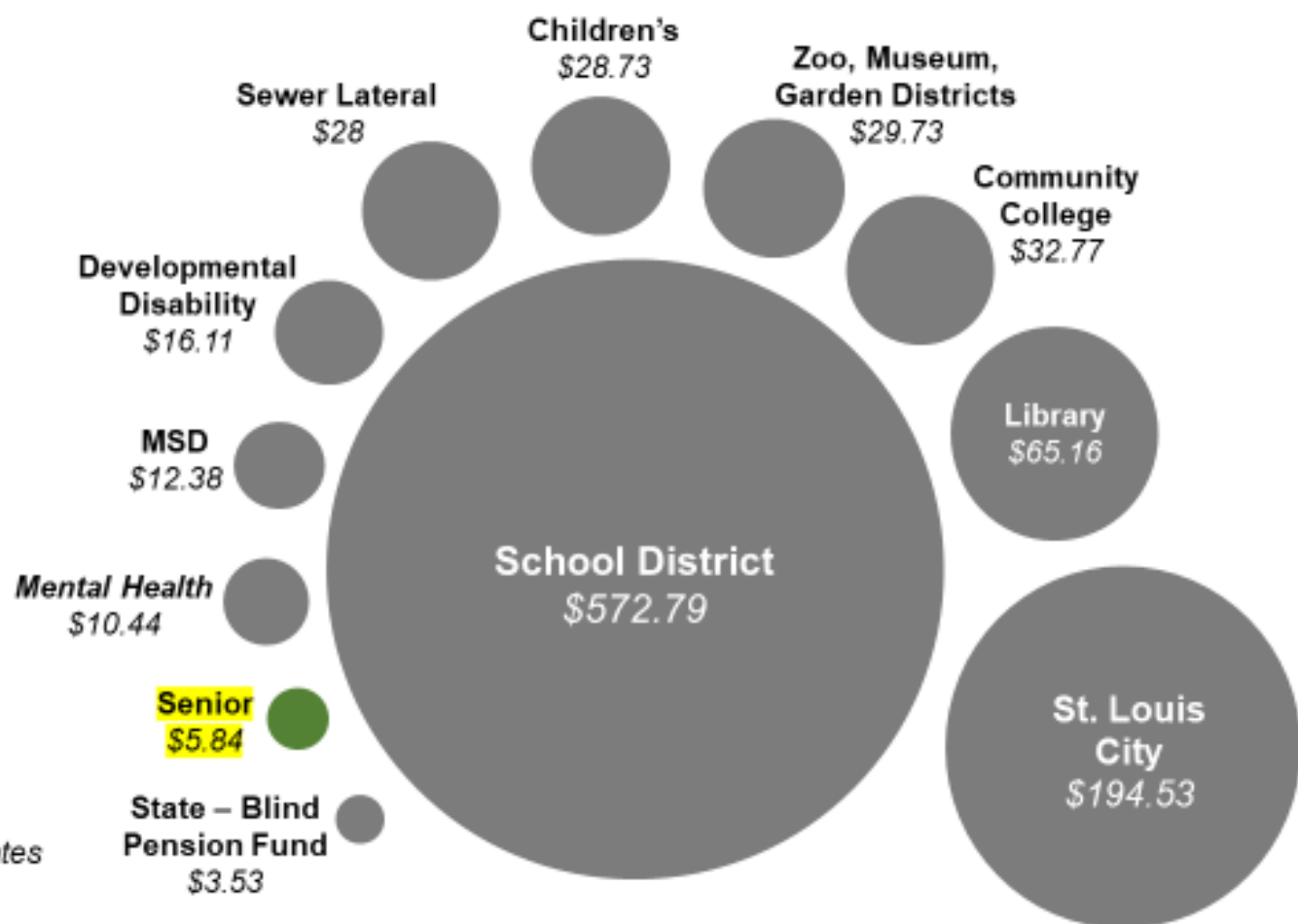
How much can the fund generate in my county?

The law allows counties to collect five cents for every \$100 of all taxable property assessed.

- If an average home has a value of \$200,000 a property owner would pay \$19.00 per year.
- A taxpayer with an automobile valued at \$10,000 would pay \$1.67 in personal property tax



For a \$1,000 Tax Bill – St. Louis City



Based on 2022 tax rates

Where do we start?

Phase One: Build a Coalition of advocates in your community

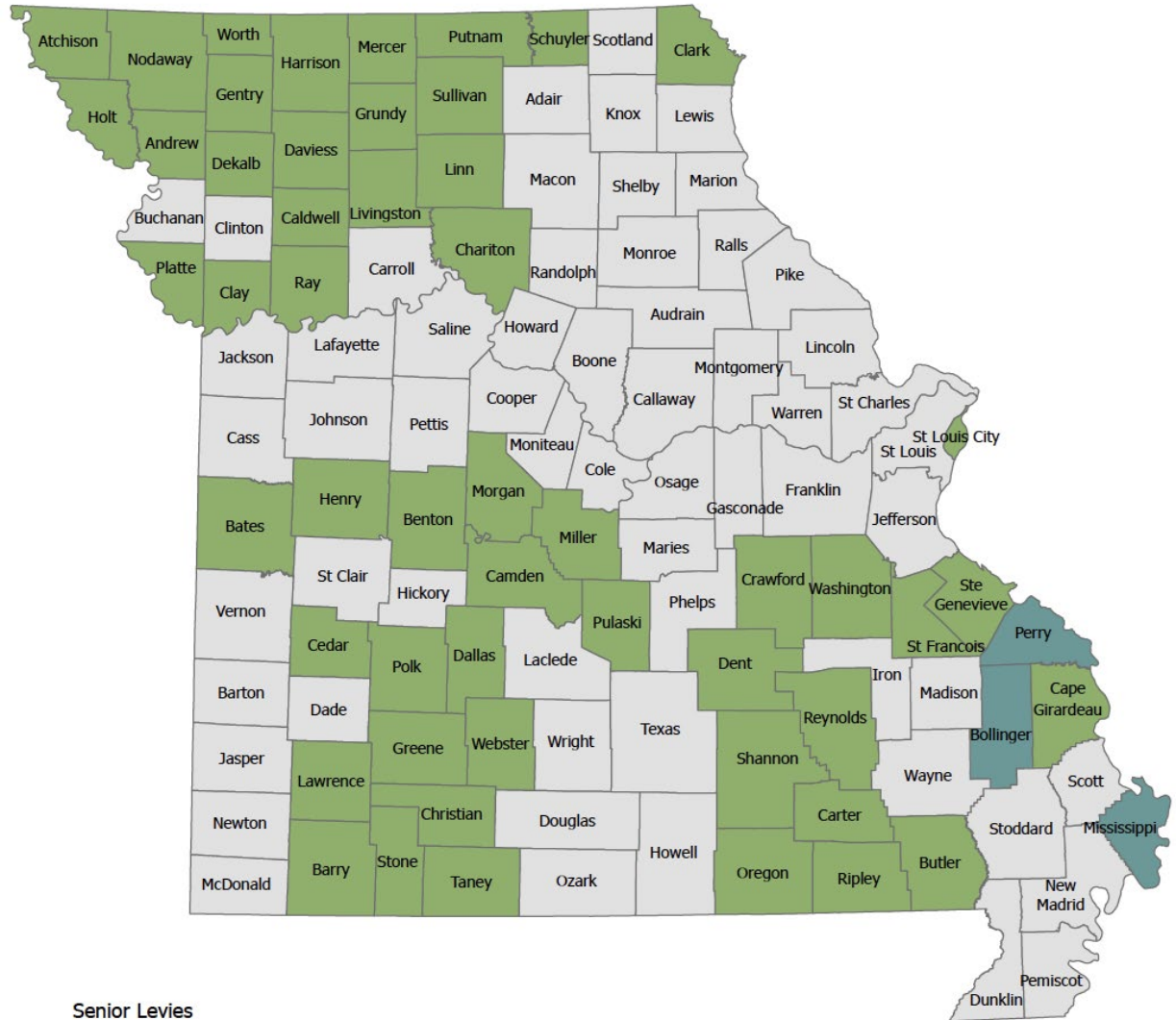
- **Area Agency on Aging Director**
- **Philanthropy that support advocacy work**
- **Healthcare professionals and hospitals**
- **Senior Living Facilities**
- **Chamber of Commerce and Business leaders**
- **Faith and community leaders**
- **Civic Leaders and Former Elected Officials**

MoALSO & MCOA can help

- Networking
- Education on best practices
- Advocating
- Technical assistance to counties in passing a senior levy fund



MISSOURI ASSOCIATION OF LEVY BOARDS &
SENIOR ORGANIZATIONS



Senior Levies

- Counties with Senior Levy Funds
- Counties with Senior Levy Funds funded by Sales Tax
- No Senior Levy

A guide for placing a senior levy on the ballot.
Developed by MoALSO September, 2022.

Senior Levy Advocacy Toolkit

[Download Toolkit](#)

- Becoming an effective advocate
- Building a coalition
- Communicating with elected officials
- Developing a campaign plan
- Fundraising/budgeting, and more.



Missouri Association of Levy Boards & Senior Organizations

SENIOR LEVY ADVOCACY TOOLKIT

A guide for persons and organizations interested in placing a senior levy fund on the local ballot to support adults 60 years of age and older.

A few words about the campaign:



The campaign is really the homestretch – 75% of your effort is on the coalition building and last 25% is on the actual political activity.

Develop a communication and campaign plan (examples in the toolkit)

Understand the political landscape – politics is local!

Key messages and educational materials (examples to follow)

Get your message out – get a good “elevator pitch”

Know the basics/benefits of the levy – anticipate the opposition

EXAMPLE - Seniors Count Campaign in St. Charles/St Louis

WHAT IS PROPOSITION S?

Our senior population is growing, but funding isn't keeping up.

Year	Population of 60+ in St. Charles County
2000	34,371
2015	80,364
2030	137,155

34% FUNDING DECREASE

Population of 60+ in St. Charles County
Total Funding 2015-2030: 20%

Proposition S would enact a five-cent property tax that would provide \$4 million annually for a Senior Services Fund managed by a county board. Proposition S would provide a reliable stream of additional funding to help seniors live independently in their homes.

Proposition S could support programs for Aging in Place:

- Home Delivered Meals
- Home Health Services
- Emergency Response/Home Safety
- Dental Services
- Respite for Family Caregivers
- Transportation for Seniors

Creates a St. Charles County Senior Services Fund

Seniors Count

Information on Proposition S

SeniorsCountStCharles.org
Facebook.com/SeniorsCount
@SeniorsCount
SeniorsCountStCharles.org

Learn more about Proposition S

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Paid for by Seniors Count, a project of Lutheran Senior Services
John Katsvick, President & CEO
1130 Hanley Industrial Court
St. Louis, MO 63141
SC3

Yes on S

Seniors Count!

Paid for by Seniors Count Campaign Committee, Michael Heselbarth, Treasurer

Big News!



&

MCOA
MISSOURI COUNCIL ON AGING

are coming together!

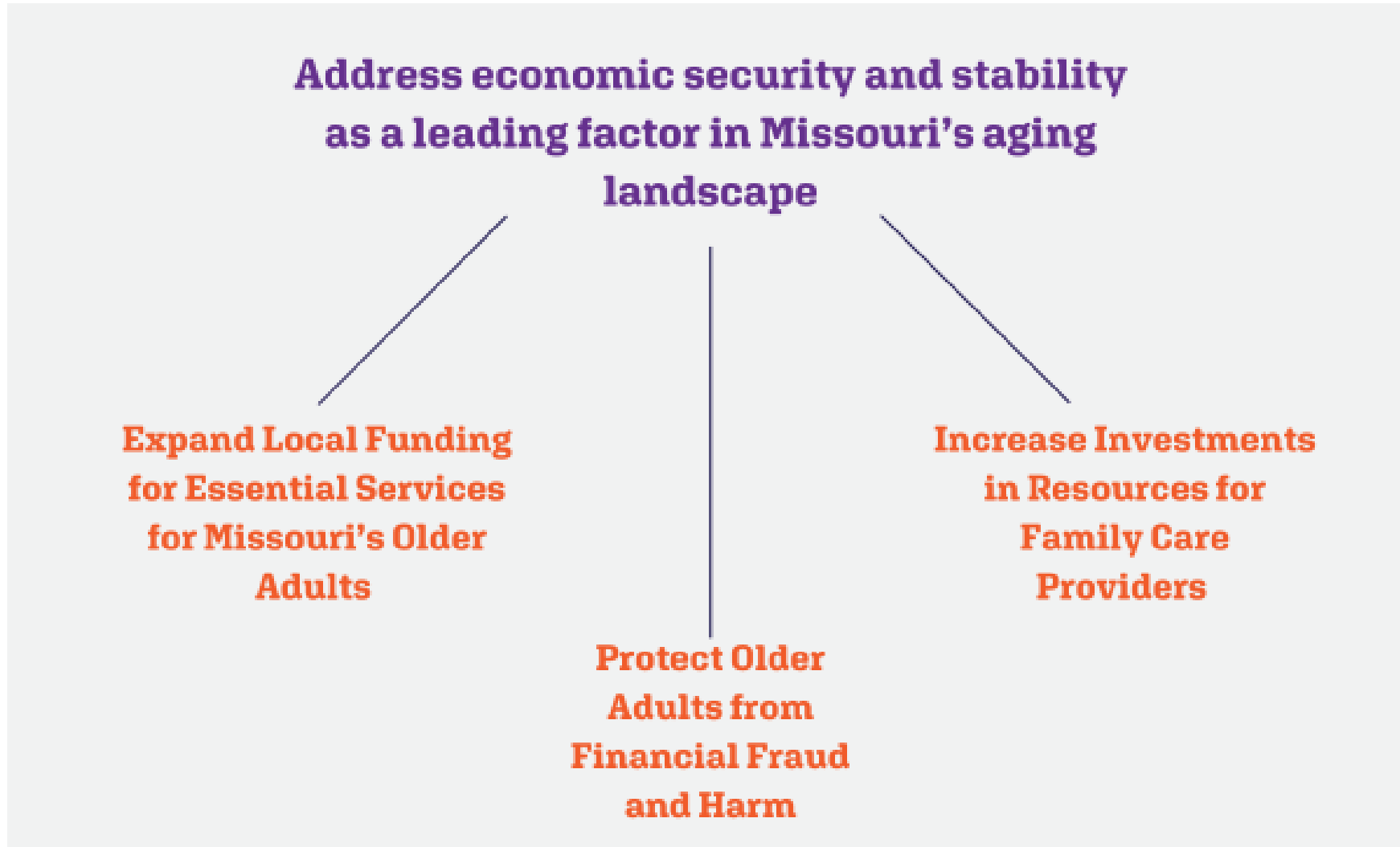
How This Came to Be

- Many months of discussion!
- Growing the capacity of MoALSO with the infrastructure of MCoA
- A great need for data collection and standards across senior levy funds

Communications Strategy

- MoALSO content will move to MCoA website and several of the tools will be rebranded
- Continuing education about levy funds to local and state decision-makers
- Will bring awareness of senior levy funds to social media; Content related to senior levies will be a pillar of content

2025 Policy Priorities



Grant Deliverables 2024 - 2027

- 3-year grant from Missouri Foundation for Health
- Increase in State Statute from 5 cents to 10 cents
- Compiling data from across the state
- Sustainability Plan for MCoA
- Advocacy Days in Jefferson City
- Beginning the process of RFPs for areas looking to pass a levy for full support
 - The award will include funding for polling (2 different counties/regions will be available Oct. 1st)

Future Vision for MoALSO

- Dedicated staff liaison to assist communities that currently have senior levies and communities that want a senior levy fund
- To help guide the success of the merger, current MoALSO president will serve as the 2025 MCoA Board President
- Goal of updating state statute for levy funds
 - Increase from 5 cents per \$100 of value to 10 cents to be collected

Request for Proposal Announcement

- Exclusive technical support for two rural counties/regions including funding for polling
- RFP will be available on MCoA's website come October
- Stay connected with us via social media and email list



Missouri Council on Aging



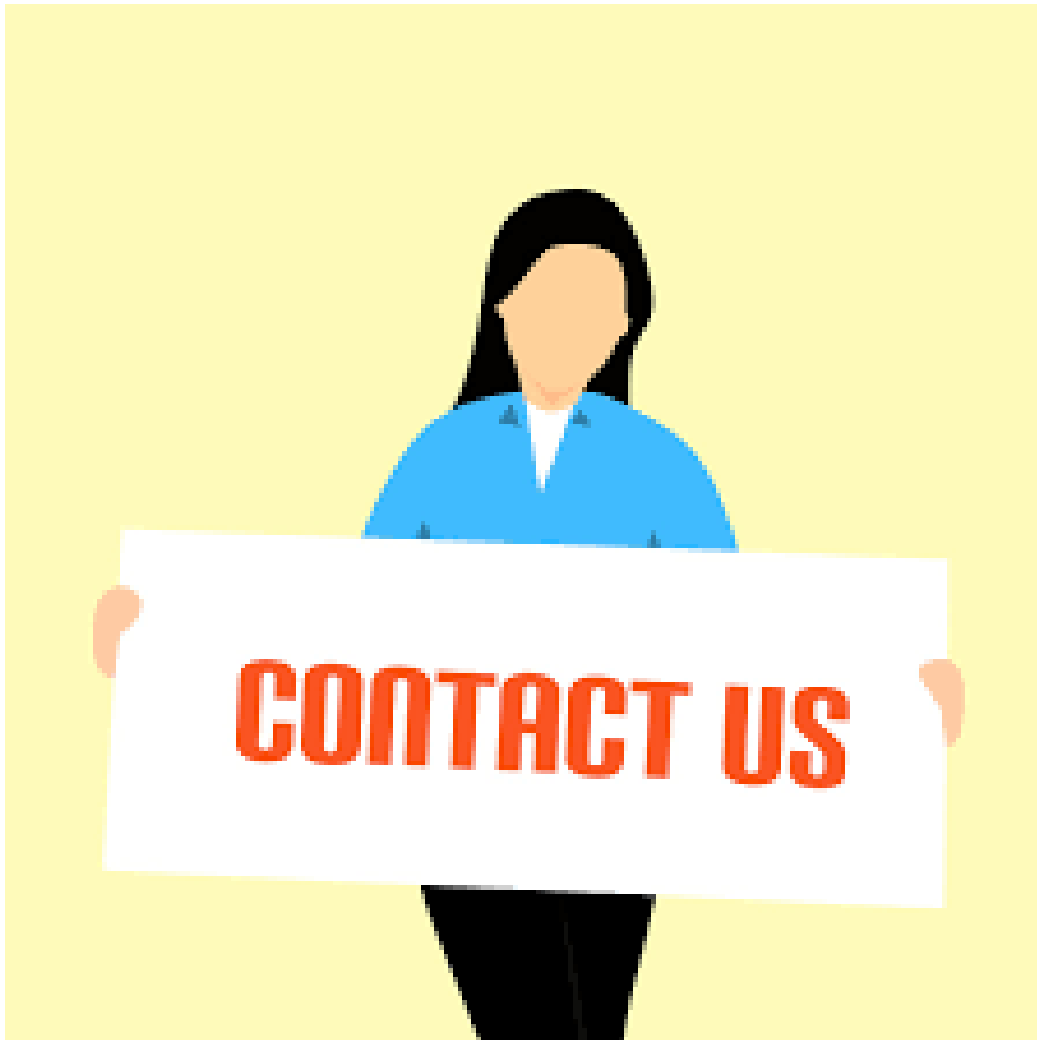
Missouri Council on Aging



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