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Media contact:

Shaelyn Stone

[sstone@sunwestpr.com](mailto:ssone@sunwestpr.com)

## **THE SENIOR SOURCE HONORS ELAINE AGATHER AT 31<sup>ST</sup> ANNUAL SPIRIT OF GENERATIONS LUNCHEON**

*The iconic ‘not your average luncheon’ featured vintage Mustang convertible entrance, a cheerleader performance, and care kit gifts for nursing home residents*



*Above: Spirit of Generations 2025 honoree Elaine Agather made her grand entrance in a classic 1966 Mustang convertible. Photo credit: Kristina Bowman*

**DALLAS, TX** – [March 13, 2025] – [The Senior Source](#) hosted its 31<sup>st</sup> Spirit of Generations Award Luncheon on February 27, 2025, at the Hilton Anatole, where it welcomed a full ballroom of supporters who gathered for older adults in the Dallas community. The award honored Texas businesswoman and civic leader Elaine Agather, Global Vice Chair for JPMorgan Private Bank, for her contributions to multiple generations in Dallas.

Additionally, The Senior Source honored Jason Krawczyk with the Molly H. Bogen Service Award. For the past eight years, Krawczyk has volunteered his time and talent to the agency’s Beat the Heat program which provides window air conditioning units to low-income seniors. From the handful of units in 2017 to over 660 units given in summer 2024, Krawczyk helped The Senior Source serve approximately 1,100 older adults and saved the agency \$82,000 via his price negotiating skills.

Funds from the luncheon will allow The Senior Source to continue making the aging journey better in Dallas for tens of thousands of older adults each year via programs which support



caregivers, help older adults achieve financial security, prevent frauds and scams, engage in community volunteerism, and advocate for residents of long-term care facilities. Supporting this demographic in the coming decade will be vitally important to the health of the Dallas community, given the [senior population is growing quicker](#) than any other in the city. Since its inception in 1994, the Spirit of Generations Award Luncheon has raised more than \$22 million to fund such vital programs and resources.

The Senior Source President and CEO Stacey Malcolmson cited that Texas nursing homes rank 46<sup>th</sup> in the nation in terms of quality of care, and more than half of residents never receive a visitor. Luncheon attendees had the opportunity to donate a care kit with a handwritten card to the residents of The Brentwood skilled nursing facility located in South Dallas.

“We are also leaning into our work with family caregivers. Juggling caregiving demands can lead to financial strain, high levels of stress and social isolation. As our society continues to age, we will all be caring for someone or need that care ourselves,” said Malcolmson.

Additionally, she said over the past 10 years, The Senior Source’s Elder Financial Safety Center has protected more than 61,000 seniors from financial frauds and scams, which are on the rise.

Malcolmson concluded her remarks by reminding the audience that despite the variety and depth of needs in the older adult community, only 3% of philanthropic donations are given to organizations that support seniors.

The luncheon, chaired by Dee Velvin, with Katherine Wyker serving as the individual underwriting chair and Martin Cox serving as the corporate underwriting chair, departed from the traditional format. Before the lunch, attendees enjoyed a “Spirit Social” reception with a DJ, trivia wall, caregiver tribute tree, and champagne and hot chocolate bars. As the luncheon began, Agather rode through the ballroom doors on a classic 1966 red Mustang convertible to the tunes of “Mustang Sally.”

Dr. Terry Flowers, Perot Family Headmaster at Saint Philip’s School and Community Center, provided the invocation. A skit was hosted by former JP Morgan executive Martin Cox. Agather’s longtime friends and colleagues took stage to recount her career and impact, including George W. Bush Foundation Board Member Caren Prothro, J.P. Morgan Private Bank U.S. Head of Investments Todd Massey, former Fort Worth Mayor Betsy Price, Texas Business Hall of Famer John Goff and J.P. Morgan Private Bank Managing Director for Fort Worth J.T. Aughinbaugh. Agather’s daughter, Lorene, also shared stories.

In an ode to Agather’s love of costumes, former and current JPMorgan Chase executives Anne Motsenbocker and Michelle Thomas modelled the Cruella de Vil and Lady Gage Bacon outfits, with elements worn by Agather on previous occasions.

Agather’s childhood best friend, Bootie Terrell, was last to the mic to unveil the final surprise of the evening – a peppy performance by the Sherman High School cheerleaders, of which Agather and Terrell are alums.



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“I’d like to recognize all that The Senior Source has done. They are a true gift to the city of Dallas,” said award honoree Elaine Agather in closing remarks.

The Senior Source encourages those who could not attend the luncheon to still make an impact by donating, volunteering with its RSVP or Friendly Visitors programs, or spreading the word about the agency’s programs and resources. Learn more at [theseniorsource.org](https://theseniorsource.org).

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## **About The Senior Source**

Since 1961, The Senior Source’s mission has been to enhance the quality of life for older adults in greater Dallas. The nonprofit agency serves as the go-to resource for everything older adults may need including financial guidance, advice on long-term care facilities, caregiver support, and ways to connect through volunteerism. The agency assists more than 25,000 seniors and their families annually with a diverse offering of services, programs, and resources. Learn more at [theseniorsource.org](https://theseniorsource.org).