



The Senior Source Announces Elaine Agather as its 2025 Spirit of Generations Luncheon Honoree

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Elaine Agather. Photo credit: Tony Favarula

DALLAS - The Senior Source announced today that the honoree for its Spirit of Generations Awards Luncheon, a signature Dallas event, will be Texas business and civic leader Elaine Agather. The luncheon will be held Thursday, February 27, 2025, at the Hilton Anatole. Over the past three decades, this iconic luncheon has raised more than \$22 million for The Senior Source's work to help older adults live with dignity, purpose and security.

In 1994, The Spirit of Generations Award was created to honor leaders who have contributed significantly in "thoughts, words and deeds" to all generations of the greater Dallas community. Past honorees include the Honorable Mike and Micki Rawlings, T. Boone Pickens, former Ambassador Kay Bailey Hutchison, and Herb Kelleher.

"The Spirit of Generations luncheon provides an incredible opportunity to not only raise funds that support The Senior Source's work, but also to honor trailblazing Dallas leaders who have made a lasting impact on this community," said Stacey Malcolmson, The Senior Source President and CEO. "In particular, this event has a long legacy of honoring iconic Dallas women including Ebby Halliday Acers, Caroline Rose Hunt, Ruth Altshuler, and Senator Kay Bailey Hutchison. Elaine Agather is certainly a leader who fits with these icons' can-do spirit, and we are honored to have her as our newest honoree."

Elaine Agather currently serves as Chairwoman of the Dallas Region for JPMorganChase and Central Region Head of J.P. Morgan Private Bank. In addition to her extensive professional accomplishments, Elaine is the Chairman of the Board of Directors for Performing Arts Fort

Worth and Secretary of the Southwestern Exposition and Livestock Show Board of Directors. She is a member of the Board of Trustees for the Dallas Citizens Council and serves on the University of Texas McCombs School of Business Advisory Council.

Elaine was a driving force for the creation of the National Cowgirl Museum and Hall of Fame in Fort Worth and currently serves on its board. She was also the first woman to serve as an officer of the Fort Worth Stock Show & Rodeo and has only missed riding in the rodeo grand entry once in 33 years.

“The Senior Source is integral to our Dallas community, and not just to seniors, but to each and every one of us. I am deeply honored to accept the Spirit of Generations award from The Senior Source, which does so much to empower and uplift our seniors,” Elaine said. “More people in Dallas need to hear about this amazing work – helping clients improve their financial situation, navigate medical care, avoid fraud and more – so I’m grateful to bring more exposure to its invaluable Dallas service!”

The 2025 luncheon leadership is led by chairwoman Dee Velvin, a longtime supporter of The Senior Source and current board member. The individual underwriting chair is Katherine Wyker. The luncheon committee and corporate underwriting committee will be announced soon. Spirit of Generations is The Senior Source’s largest annual fundraiser—bringing together hundreds of supporters to celebrate the honorees’ accomplishments – and their lighter side through entertaining skits, storytelling, and tribute videos.

Tickets start at \$275 with sponsorship opportunities ranging from \$500 to \$100,000. To learn more visit theseniorsource.org/spirit or email spirit@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.