

Peggy Hayes is Executive Director of The Helm, joining in February 2018 and helping transition the organization from Services for Older Citizens to The Helm. As Executive Director, Peggy is the person in charge and works tirelessly to make sure The Helm and its staff have the resources it needs to serve the community. She is the liaison between The Helm and all of its partners from the Detroit Area Agency on Aging, city officials and donors. She works with staff and the board of directors to keep The Helm operating smoothly.

“We have a fantastic team of people who work together to provide the programs and services we offer to our community. They come up with new and innovative programming and stay aware of trends and services that help ensure older adults find their way on life’s journey.”

Peggy, the oldest of six children, was born in Grosse Pointe and lived in the Grosse Pointe Woods area until high school when her family moved to Rochester. While she hasn’t returned to Grosse Pointe to live, she did return for work! Fun fact: Peggy travels the longest to work out of all of the staff.

Previously, Peggy worked in both the nonprofit and for-profit arenas. Her leadership skills, marketing savvy, creativity and sense of humor have made her transitions from health care to retail management back to the nonprofit realm smooth and seamless. “The Helm is a happy, positive, enriching environment to work in. As they say, if you do what you love, you’ll never work a day in your life.”

When she isn’t at work, the Farmington resident enjoys traveling, gardening and home decorating. A graduate of Michigan State University, Peggy also enjoys watching MSU football and basketball.

