

PSR

ANNUAL REPORT 2022

Piedmont Senior Resources

Advocating, advancing and
achieving independence for
the aging community



LETTER FROM THE CEO

JUSTINE YOUNG

As I reach my 10th anniversary with PSR, I have been reflecting on the changes in the agency, the impact in our region, and my personal feelings regarding the agency. The agency has truly become an integral part of my life. I take everything about it personally, perhaps too much so at times. This agency produces so much passion in me for this work. It gives such great meaning to my life. To be able to serve so many in so many ways is the ultimate reward. I am so fortunate to have a job I love!

When I started in 2013, we had less than 500 clients. By 2017 we were at 1,438 clients, and by the end of 2022, we had reached an annual number served of over 4,000! By any measure, that is tremendous growth. Since 2017, we have had a 178% growth rate. We went into a snowball effect as more people learned about our services and the pandemic created additional needs for the elderly.

With an amazing and dedicated team, we have been able to increase the support to our region's seniors by leaps and bounds. Today, if you are over 60 and need some type of help, you (hopefully) know to call us first. We are here to help you obtain the right Medicare coverage, provide at-home support if you have been hospitalized, provide an advocate if you are in long-term care and need assistance with that care, or need us to drive you to some distant medical appointment. If we can help, we will.

The entire PSR team wishes good health to all for the upcoming year. We are here for you and look forward to assisting you in the future.

Regards,

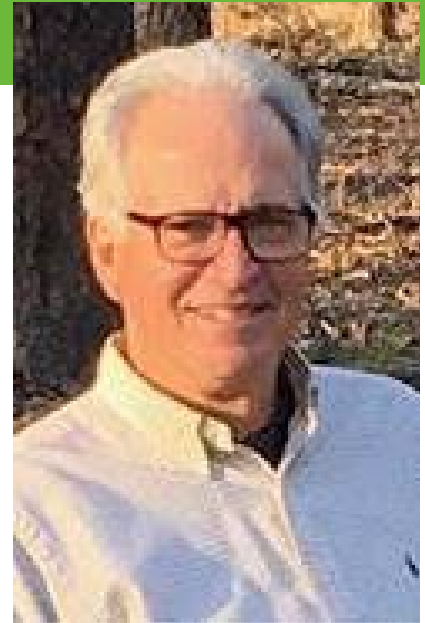


Justine A. Young, RN, BSN, MBA
Chief Executive Officer of PSR



LETTER FROM THE BOARD

GREG WOLFREY



The communities that PSR serves have addressed many issues due to the COVID-19 pandemic. To help alleviate large breakouts of the virus, the public had to adopt personal preventive measures such as social distancing, wearing face masks, immunizations, and personal hygiene techniques. As you know, the most vulnerable to the pandemic are the 60-and-over population, especially those with pre-existing medical conditions. In order to keep our clients safe during the pandemic, PSR had to adjust services like home care, congregate meals and others.

PSR remained open during the entire pandemic. Congregate meal sites are now fully re-opened. We have contracted with Feedmore for 90,000+ prepared, home-delivered meals and 5,000+ congregate meals.

We worked with the Piedmont Health District to provide sites throughout our service area for COVID-19 and flu immunizations. Transportation services to the hospital and other health-related locations were provided. Home repairs were done for clients who needed them and were in compliance with our guidelines.

In closing, I want to thank PSR's dedicated staff who work tirelessly looking for grants, corporate donations, and fundraising activities to make services available. I also want to thank the counties served by PSR for their financial contributions. Finally, I thank the dedicated members of the PSR Board, who have done a tremendous job in supporting all of PSR's services.

Greg Wolfrey, Chairman

2022 PSR Board of Directors

Patricia Berkeley, *Secretary*
Rebecca Carter
Mike Champion
Mike Hankins
Dexter Jones
Jessica Ownby, *Vice Chairman*
Odessa Pride
Girish Purohit
John Roark
Arlene Robertson
Todd Robinson

Robert Saunders
Robert Shook
Jon Van Cleave, *Treasurer*
Greg Wolfrey, *Chairman*

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Eugene Bennett, *Vice Chairman*
Stephanie Coleman, *Chairman*
Ginger Downs
Sari Goff, *Secretary*
Jennifer Hayes
Lillian Johnson

Donna McCrae Jones
Dorothy Newcomb
Jerry Seal
Jessie Woodson Johnson

MEET THE TEAM

Our Leadership



Justine A. Young,
RN, BSN, MBA,
Chief Executive Officer



Marian Rogers, BA,
Director of Finance



Renata B. Sharnick,
BBA, MHA,
Director of Programs



Jordan Miles, BA,
Director of Nutrition &
Transportation

Our Team



Renata's Home Care Team



Jamie and April



Jordan and Brandon



Jordan's Nutrition Team

FOCUS STORY

AGENCY GROWTH IN 2022

SUPPORTING OUR SENIORS EVEN MORE

Five years ago, PSR had 30 employees, 18 programs serving 1,438 seniors, and a budget of \$1,689,256. In 2022, we had 46 employees, close to 30 programs serving 4,010 seniors, and an annual budget of \$2,388,369. We are doing more as we fulfill our mission of advocating, advancing, and achieving independence for the aging community. We are proud that our work is beginning to earn recognition!

178%
Increase
in Client
Growth

From 2017 to 2022

INCREASES SINCE 2021

6%
Care Care
Coordination Hours

132%
Long-Term Care
Ombudsman Cases

28%
Chore Hours

32%
VAAA Cares
Referrals

WE ARE PROUD



NATIONAL ACCOLADES

2021 USAging Innovation Award: Medical Transportation

2022 USAging Innovation Award: Technology

15+ Organizations

National, Local, and State-wide with representation from our team; CEO serves on the Executive Committee of SE4A and the Board of V4A and USAging



INTERN PARTNERSHIPS

Longwood University

Hampden-Sydney College

University of Lynchburg

Liberty University

PSR PROGRAMS & SERVICES

NEW PROGRAMS & PARTNERSHIPS

PROGRAMS AND SERVICES THAT HELP OLDER ADULTS AND CAREGIVERS

At-Home Services

- In-Home Services (aides to assist homebound seniors)
- Chores/Housework
- Care Coordination Program
- The Subaru Share the Love Event/Senior Santa Project (fundraising event and grant that provides a Christmas bag filled with necessities to homebound seniors)
- Non-Emergency Medical Transportation
- Repairs and Renovations

Nutrition

- Home-Delivered Meals (a box of meals delivered weekly to the homebound)
- Friendship Cafes (weekly luncheons and activities for older adults)
- Supplemental Nutrition Assistance Program (SNAP) Enrollment
- Senior Farmers Market (coupons for purchasing fresh produce at local farmers markets)

New - Health & Wellness

- Partnership with the Piedmont Health District to hold four flu and COVID vaccine clinics

Resources

- Virginia Insurance Counseling and Assistance Program (Medicare counseling)
- Balanced Living with Diabetes (a health-improvement program for diabetics)
- Falls Prevention Courses
- Virginia Association of Area Agencies on Aging Cares (coordinated, transitional care for Medicare or Medicaid members)
- Communication, Referral, Information and Assistance
- Long-Term Care Ombudsman (advocate for individuals who reside in long-term care facilities)

Emergency Gap Services

- Well-Being Calls on Seniors (weekly calls to homebound seniors)
- Care Package Delivery (packages of necessities and COVID-19 supplies)
- Equipment Distribution (wheelchairs, walkers, etc., provided as needed)

Plus numerous additional seasonal as-needed programs.

CENTRA PACE PARTNERSHIP

PSR recently entered into an agreement with Centra PACE (Program of All-Inclusive Care for the Elderly) to provide home-delivered meals and medical transportation to older adults in the community. PACE, which opened in Farmville in 2013, is designed to deliver all needed medical and supportive services spanning the entire continuum of care for seniors eligible for nursing facility care. PACE allows frail seniors to live at home and in their community, providing an alternative to nursing facility placement.

“PSR is proud to support Centra PACE and their clients in remaining healthy, as we provide nutritious meals and reliable medical transportation to and from their medical appointments,” said Director of Transportation and Nutrition Thomas Jordan Miles III. “This partnership will no doubt result in improved health outcomes for the older adult population in Southside Virginia.”

PSR PROGRAM HIGHLIGHTS

SECOND ANNUAL SENIOR PROM

SILVER STARS | PSR'S SECOND ANNUAL SENIOR PROM

After a three-year pause due to the COVID-19 pandemic, participants of Piedmont Senior Resources' Friendship Cafés finally returned to in-person gatherings, including the annual PSR Senior Prom.

"The event was a huge success, with over 60 older adults joining together in fellowship and fun from Amelia, Buckingham, Cumberland, Charlotte, Lunenburg, Nottoway, and Prince Edward counties," said PSR Nutrition Program Coordinator Nikki Dean.

"It was my first time and it was very nice," said Sylvia Adamson of Prince Edward County. "I met a lot of new people, the music was good, the food was good, and I had a great time."



The Farmville Moose Lodge graciously donated the venue while Moose Lodge President Michael Reamer donated his time to DJ the event. Piggin' Out Catering supplied the delicious meals along with many of the decorations.

"It was beautiful to see our clients' smiling faces walking into the Lodge," Dean added. "It was like they had never been apart, and seeing them mingle and meet new people was a true delight to the soul."



“Before I joined PSR and reflecting on being here now for five years as a director, I never thought that I would work for an agency or be a part of a team that has such an astounding and profound impact on those in need. Professionally, this is the most rewarding experience that a job has ever offered me, and it's also made me a better elected official in my community in understanding how to meet people where they are in their lives.”

Jordan Miles | Director of Nutrition & Transportation

PSR PROGRAM HIGHLIGHTS

LOCAL & NATIONAL SUPPORT



NEW WALK-IN COOLER FOR MEAL SERVICES

In September 2022, Southside Electric Cooperative (SEC) and banking partner CoBank donated a combined \$15,000 to PSR.

On September 16, SEC President and CEO Jason Loehr presented matching \$7,500 checks to Justine Young, PSR CEO. The contributions from SEC and CoBank's Sharing Success program will enable PSR to purchase and install a walk-in cooler to store fresh produce for homebound clients.

THIRD TRANSPORTATION VAN PURCHASED

Thanks to a grant from Dominion Energy, PSR recently acquired its third van for medical transportation.

"We are so proud of the partnership we have with Dominion Energy," remarked PSR CEO Justine Young. "The funds we have been provided with are strictly to be allocated to vehicles to serve our clients."



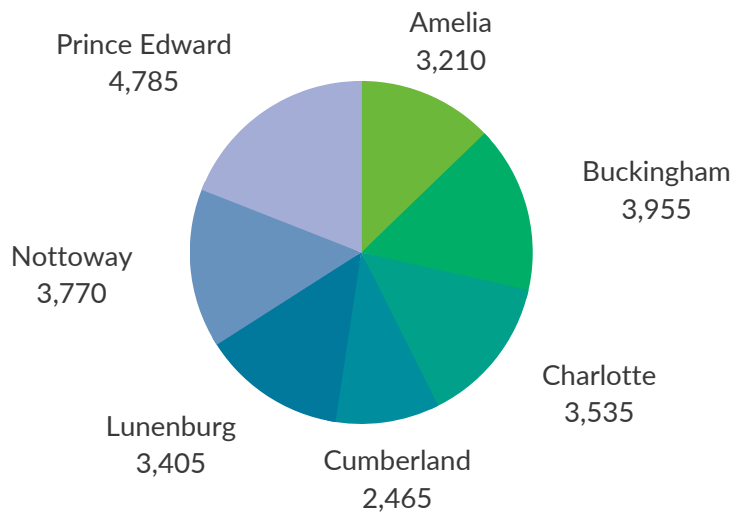
HOMEBOUND SENIORS GET HELP FOR THEIR SPECIAL COMPANIONS

PSR received a \$7,500 grant from Meals on Wheels and PetSmart Charities to provide veterinary care for seniors' pets. The grant will be used to support expanded efforts in providing preventative care, vaccinations, and more while building partnerships with local veterinary practices. It will combat social isolation and loneliness for seniors by providing funding and resources for their furry companions.

BY THE NUMBERS

LOCAL SENIOR POPULATION

2022 Senior Population



Service Area



FACTS ABOUT AGING

- **6 out of 10** seniors need help with personal care.
- Long-term care service use will **double by 2050**.
- Social isolation costs the nation **\$6.7 billion**.
- Malnutrition costs **\$51 billion** in healthcare expenses:
 - 8.6 million seniors face food insecurity.
 - 65% are more likely to be diabetic.
 - 57% are more likely to have congestive heart failure.

By The Year 2030:

- **1 in 5** Virginians will be over the age of 65.
- Virginia's 64+ will have increased by 12%
- **83 Million** people will have three or more chronic illnesses.
- Chronic disease cost will have totaled **\$46 trillion** since 2016.

Addressing social determinants of health can save roughly

\$1.7 TRILLION



“We pride ourselves in being a one-stop shop for older adults, helping them to live healthily and independently in their own homes.”

Nikki Dean | Nutrition Program Coordinator

BY THE NUMBERS

OUR IMPACT



80,814

**Home-Delivered
Meals Served**



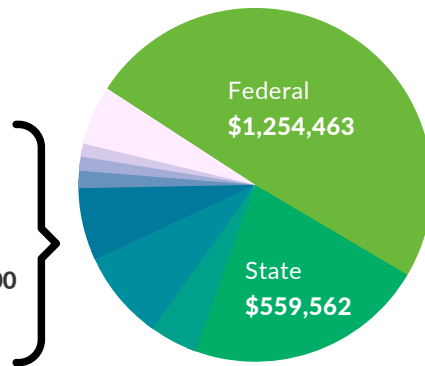
Care Service Statistics

- In-Home Care Hours: 16,160
- Well-Being Calls: 3,145
- Gift Bags & Care Packages: 782
- Successful Medical Trips: 939
- NEMT Miles: 58,767

REVENUE TOTAL

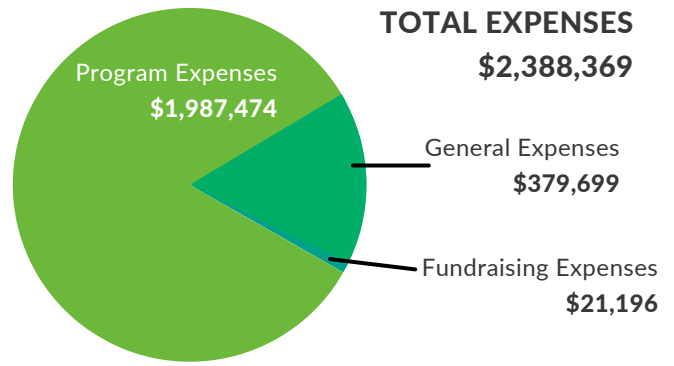
\$2,543,154

- CARES Act: **\$137,916**
- Families First Grant: **\$30,139**
- Other Programs: **\$32,632**
- Participant Income: **\$40,359**
- In-Kind Contributions: **\$168,200**
- Contributions: **\$208,645**
- Counties: **\$111,238**

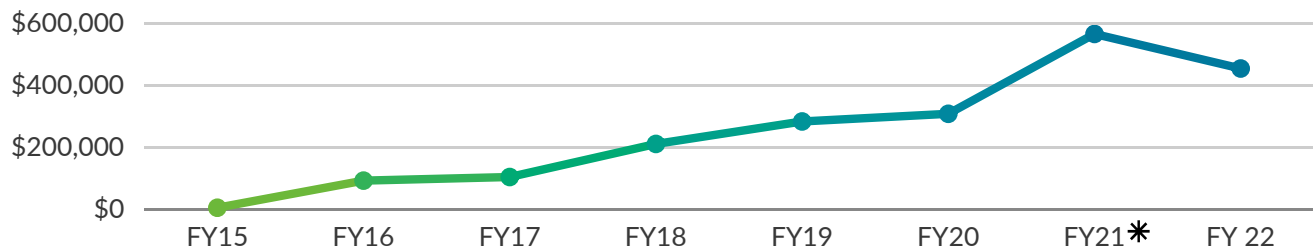


TOTAL EXPENSES

\$2,388,369



Fundraising & Grants



County	'22 Clients	'22 Funding	'22 Cost of Services
Amelia	276	\$14,643	\$137,136
Buckingham	599	\$18,353	\$296,134
Charlotte	400	\$16,408	\$198,747
Cumberland	377	\$11,523	\$186,823
Lunenburg	477	\$10,000	\$236,509
Nottoway	640	\$17,857	\$317,956
Prince Edward	1,241	\$22,454	\$614,129

* 2021 includes a one-time grant from Dominion Power for \$225,000.

FUNDRAISING & SUPPORT

HOW CAN YOU HELP?

PSR'S DUCK DERBY FUNDRAISER GOING STRONG IN ITS SECOND YEAR

PSR held the second annual Great Farmville Duck Derby on September 16 at Riverside Park during Farmville's Live @ Riverside event. Community members joined in and cheered as 4,000 rubber ducks raced down the Appomattox River.

The Duck Derby raised \$16,692, all of which will provide direct services for older adults in our community, many of whom are homebound. PSR will use the funds for small home repairs, such as deck and step repairs, as well as to purchase hot water heaters, ramps and other items for residents in Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway and Prince Edward counties.



No matter where we are in our lives, no matter what type of schedule we currently have, there is always a way to make a difference in somebody's life. Providing a senior with a Homemaker Aide allows the client to remain in their home without the fear of having to go to an institution. Seeing the joy and happiness on their faces and hearing the stories of how the client and the aide have bonded warms my heart at night knowing that I had a hand in making that happen."

Jamie Anderson | Direct Care Service Coordinator



Piedmont Senior Resources
Area Agency on Aging, Inc.

Piedmont Senior Resources

Contact Information

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Call: 800-995-6918

Fax: 434-767-2529

Organizations PSR is a member of:



“Being a part of PSR means a lot, for without PSR many of our older adults would be lost. I truly enjoy helping them to navigate Medicare plans, filling out forms, and having a listening ear. I truly appreciate what PSR means for local communities and am proud of the contributions I have made.”

April Ross | Care Coordinator, VICAP & SMP Coordinator,
SNAP Outreach Coordinator