

# PSR

## ANNUAL REPORT 2024

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## Piedmont Senior Resources

Advocating, advancing  
and achieving  
independence for the  
aging community.



## OUR VISION

PSR's vision is to provide services and resources that address the needs of seniors and allow them to live independently and safely in their own homes.

## OUR MISSION

Advocating, Advancing and Achieving independence for the aging community.

## OUR HISTORY

Piedmont Senior Resources has assisted seniors in the Piedmont Health District 14 since 1978, and provides a variety of senior services, including advocacy, health and nutrition, home-delivered meals, in-home services, caregiver support, information and referral, Medicare guidance and legal services.

The following Virginia counties are considered part of the Piedmont district: Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward. Services are provided to seniors from all socioeconomic backgrounds. PSR has 58 employees, including 11 who are full-time.



# LETTER FROM THE CEO

JUSTINE YOUNG



Each year Piedmont Senior Resources (PSR) strives to improve on the last — and 2024 was no exception! Although it was a year of transition among key staff members, the end result was an improved and expanded staff better able to serve our clients. We're proud of that service and plan to carry it forward through 2025.

PSR's reach continues to grow in the seven counties we serve and beyond. Our innovative ideas have now won

national USAgging awards for four years in a row! In 2024 we received the Innovation Award for our "Delivery with a Ring: Doorbell Program," featuring a simple device that lets clients with hearing difficulties know when someone is at their door. A second award for PSR and USAgging was the 2024 Immunization Neighborhood Champion Award. PSR staff also received state and national recognition. Additionally, I was honored to be named president of the Southeastern Area Agencies on Aging, an organization including nine southern states from Virginia to Mississippi. Homemaker Program Manager Jamie Anderson was also named president of the Prince Edward County TRIAD, a cooperative effort between law enforcement, senior citizens and agencies that serve seniors — and an important example of PSR's commitment to the local community. Another example of growth was contracting with Ground Game Health to provide health assessments both locally and nationwide. This will add funding to PSR that can sustain us regardless of government resources.

This year PSR community-centered events continued to grow with an opportunity to "Meet the Easter Bunny" in March, our Health and Wellness Event at the YMCA in June, our Farmers Market Nutrition Program that distributed 744 coupon booklets (good for \$50 of fresh fruit and vegetables), and September's fourth annual Duck Derby.

Grants also added significant funding. PSR received a \$3,000 grant from the National Association of Aging Services Programs for veterinarian services related to our Pet Love Program, which currently serves 100 clients and 200 pets. We also received a \$10,000 grant from Centra and a \$150,000 grant from the Department of Public Rail and Transportation for our non-emergency medical transportation services.

We continue to be thankful for our partnerships with the seven counties we serve, which allow us to bring care to the aging population. Each year with county support, PSR expands services for area citizens. Many thanks to all involved!

*Justine*

Justine A. Young | CEO



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– Justine A. Young | CEO

# LETTER FROM THE BOARD

JESSICA OWNBY



It is such an exciting time to be a part of Piedmont Senior Resources! PSR provides services that promote health, safety and independence for the aging population. We continue to be active in our community by sponsoring events like the first annual Pet Walk and the fourth annual Duck Derby, raising money to support services like non-emergency medical transportation, which is so desperately needed in our community. Additionally, we continue to be a leader for area agencies on aging by having an innovative staff that thinks outside the box and finds creative ways to improve the lives of seniors. We look forward to the future – a future where we continue to raise awareness, be active in our community and serve as a resource for our seniors.

– Jessica Ownby, Chairman of the Board

## 2024 PSR Board of Directors

Mike Champion  
Stephanie Coleman  
Paul Garrett  
Mike Hankins  
Dexter Jones  
Daphne Norton  
Jessica Ownby  
Dr. Girish Purohit  
Arlene Robertson  
Todd Robinson  
Robert Shook  
Cheryl Spencer  
Paul Stimpson  
Dr. Robert Wade  
Jon VanCleave  
Cannon Watson

## 2024 PSR Advisory Council

Donna McRae-Jones, Chairman  
Kim Allen, *Vice Chairman*  
Jennifer Hayes, *Secretary*  
Jill Ahmad  
Eugene Bennett  
Stephanie Coleman  
Ginger Downes  
Catherine Deurs  
Sari Goff  
Jackie Green-August  
Lillian Johnson  
Phyllis McKinney  
Jessie Woodson Johnson  
Maggie Snoddy



# MEET THE TEAM

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## OUR LEADERSHIP



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



**Lucy Klaus,**  
Manager, Human  
Resources



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



**Geoff Angle,**  
Director of Nutrition &  
Transportation

## OUR TEAM



# AGENCY GROWTH

## SERVING MORE IN 2024

### Total Clients Served

## 3,435

Amelia County	268	Cumberland County	360	Nottoway County	560
Buckingham County	503	Lunenburg County	460	Prince Edward County	970
Charlotte County	314				

### INCREASES SINCE 2023

25%	7%	82%
Legal Aid Hours	VAAACares Referrals	CHORE Program
19%	24%	
Non-Emergency Medical Transportation Trips	Farmers Market Coupons	

We increased our care coordination hours by **53%** in Nottoway County, **46%** in Cumberland County and **21%** in Buckingham County.

Our Nottoway County clients grew by **3%** with a **58%** increase in care coordination hours, a **68%** hour increase in CHORE hours and a **132%** increase in legal aid hours.

Congregate Meals grew by **93%** in Buckingham County. We served **80,536** total meals to an average of **343** clients per week.

### WE ARE PROUD



#### NATIONAL ACCOLADES

- 2021 USAging Innovation Award: Medical Transportation
- 2022 USAging Innovation Award: Technology
- 2023 USAging Innovation Award: Volunteer Wellness Check-in Call Program
- 2024 USAging Innovation Award: Delivery with a Ring Program
- 2024 National Adult and Influenza Summit: Immunization Champion Award



#### INTERN PARTNERSHIPS

- Longwood University
- University of Lynchburg
- Liberty University



# PSR PROGRAMS & SERVICES

## PROGRAMS & PARTNERSHIPS

### PROGRAMS AND PARTNERSHIPS TO 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 Santa for Seniors Project (fundraising event and grant that provides a Christmas bag filled with necessities to homebound seniors)
- Non-Emergency Medical Transportation
- Repairs and Renovations

#### Resources

- Virginia Insurance Counseling and Assistance Program (VICAP – 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)
- Vaccination clinics for seniors

#### 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)

#### Emergency Gap Services

- Well-being calls on seniors (weekly calls to homebound seniors)
- Equipment distribution (wheelchairs, walkers, etc., provided as needed)

#### Pet Love Program

- Pet food supported by the Feedmore Partnership.
- SPCA is a program partner.
- Tailwaggers in Keysville provided pet supplies.
- Pet food and \$100 for PSR clients' pets to be spayed/neutered.

#### Volunteers

- 8 volunteer check-in callers
- 4 volunteer drivers for NEMT
- 13 volunteers for Pet Love Program
- 1 office volunteer for Pet Love Program
- 1 office volunteer to help conduct HDM and NEMT satisfaction surveys





“We know how important it is for our older adults to feel a sense of belonging, and this dance is a perfect example of how our programs make that possible. We’re proud to create these spaces where older adults can come together, have fun, and make lasting memories.”

-Geoff Angle, Director of Nutrition and Transportation at PSR

“The Pet Love Program is about keeping the bond between older adults and their pets strong, no matter their financial situation.”  
-Nikki Dean,  
Nutrition Program  
Director & Head of  
PSR Pet Love  
Program





# PSR PROGRAMS & SERVICES

## NEW PROGRAMS & PARTNERSHIPS

### PROGRAMS AND PARTNERSHIPS TO HELP OLDER ADULTS AND CAREGIVERS

#### Prince Edward TRIAD Seniors And Law Enforcement Together (S.A.L.T.) Council

- Brings together the local sheriff's office, police department and department of social services to educate older adults about telephone, online and phishing scams.
- Equips older adults with the knowledge and tools to protect themselves in an increasingly digital world.
- PSR's own, Jamie Anderson, is the president of TRIAD.

#### Centra PACE Partnership

- PSR's partnership with Centra PACE (Program of All-Inclusive Care for the Elderly) provides home-delivered meals and medical transportation to older adults in the community, allowing frail seniors to live at home as an alternative to nursing facility placement.

### PSR MAKES MOVES TO HOST RAM CLINIC

PSR is excited to share that we were chosen as the local agent for and we are in the planning and fundraising phase to host a Remote Area Medical (RAM) clinic in 2025. PSR is partnering with the Piedmont Health District in the fundraising efforts. RAM is a nationwide nonprofit that provides free medical, dental and vision care to those in need. RAM clinics are sponsored by local agencies that coordinate dates, locations and service providers for a clinic lasting between two and four days.

Preparing to host a RAM clinic is a long, intensive process that requires much coordination on the part of the host agency. PSR is up for the challenge and has already begun the foundational work needed to ensure a successful event. At this point we are seeking those who want to financially support the clinic. In the coming months we will be asking for volunteers and donations.

RAM clinics are free and open to the public on a first-come, first-served basis. No ID or insurance is required to receive care. During the clinic patients can receive dental care, including cleanings, fillings and extractions; vision care, including eye exams, prescriptions for eye glasses and the glasses themselves; and medical care for health screenings, blood pressure checks and basic immunizations.

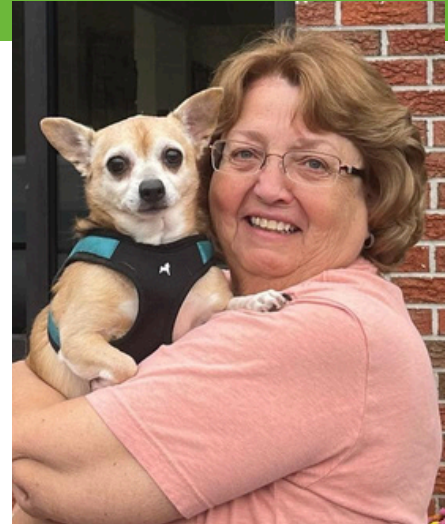
RAM's mission is to alleviate pain by providing medical care to those who do not have access to care or cannot afford it.

# PSR PROGRAM HIGHLIGHTS

## SUPPORT FOR OLDER ADULTS AND THEIR PETS

### **PIEDMONT SENIOR RESOURCES RECEIVES \$3,000 NANASP MID-YEAR GRANT TO SUPPORT PET LOVE PROGRAM**

Piedmont Senior Resources (PSR) is excited to announce that it has received a \$3,000 mid-year grant from the National Association of Nutrition and Aging Services Programs (NANASP) to support its Pet Love Program. This funding will provide critical assistance in offering flea and tick preventatives to the pets of older adults, helping to reduce the risk of alpha-gal syndrome, a condition that can be triggered by tick bites and exposure to animal products.



"We are incredibly grateful to NANASP for their support of our Pet Love Program," said PSR Nutrition Program Coordinator and head of the PSR Pet Love Program Nikki Dean. "This funding will help us ensure that pets of older adults remain protected from the risks associated with tick bites, and it will give older adults peace of mind knowing that their pets are safe and healthy. It's a win-win for both the older adults and their beloved companions."

The Pet Love Program provides comprehensive services to support the well-being of pets owned by older adults, including pet food, supplies, veterinary care assistance, and preventive care such as flea and tick treatments. This new grant will allow PSR to expand its offerings and address the growing concern of alpha-gal syndrome, a condition that is becoming more prevalent in regions where tick populations are increasing.

PSR is committed to promoting the health and quality of life of older adults in the Piedmont region, and this grant is an important step toward furthering that mission. The funding will also allow PSR to continue offering vital services to seniors who may otherwise struggle to access pet care resources.



It will give older adults peace of mind knowing that their pets are safe and healthy."

– Nikki Dean | Nutrition Program Director &  
Head of PSR Pet Love Program



# PROGRAM HIGHLIGHTS

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## **PSR RECOGNIZED FOR EXCELLENCE IN VACCINATION OUTREACH**

In July 2024 PSR and USAging were honored by the National Adult and Influenza Immunization Summit (NAIIS) with the **2024 Immunization Neighborhood Champion Award**.

Through efforts with the Aging and Disability Vaccination Collaborative, PSR administered 436 COVID-19 and flu vaccines — along with 36 additional vaccines for RSV, shingles and pneumococcal diseases — since May 2023. PSR also educated over 1,500 individuals on the importance of vaccination, providing crucial services such as transportation to vaccine clinics and appointment assistance, and ensuring greater access to vaccines for older adults and people with disabilities in the community.



## **PSR'S "DELIVERY WITH A RING" DOORBELL PROGRAM**

Piedmont Senior Resources (PSR) is proud to announce that its "Delivery with a Ring" Doorbell Program has received a 2024 Aging Innovations Award from USAging. This national recognition honors PSR's efforts to improve the lives of older adults in the community, particularly through innovative solutions that enhance safety and security.

The Doorbell Program provides older adults receiving home-delivered meals with easy-to-use doorbells, ensuring they never miss a meal.

"We wanted a solution to make deliveries more efficient for everyone," said Nutrition Program Coordinator Nikki Dean.

The doorbells, which come with two receivers, help clients hear their meal delivery, even from distant rooms in the house. Over 200 doorbells have already been installed by friendly delivery drivers across the seven-county Piedmont Health District.

This prestigious award recognizes PSR's commitment to enhancing independence for the aging community and marks its fourth national award — proof that even a small agency can achieve big things!



## **FARMERS MARKET NUTRITION PROGRAM SEES GROWTH IN 2024**

Since 2018 Piedmont Senior Resources has participated in The Senior Farmers Market Nutrition Program (SFMNP), which helps provide low-income seniors with access to locally grown fruits, vegetables and herbs.

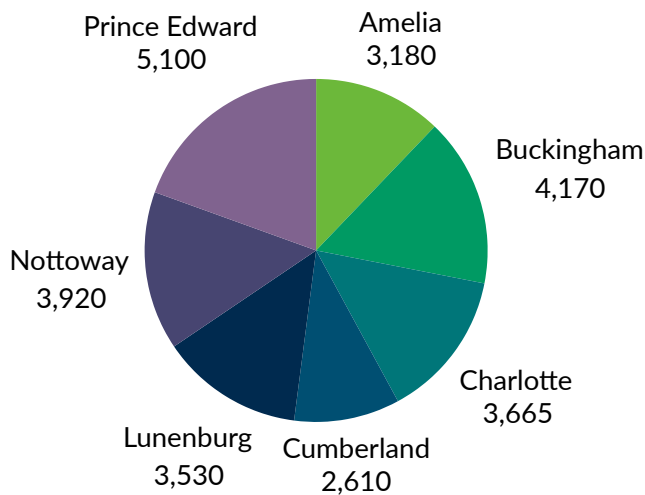
Seniors participating in SFMNP receive booklets containing \$50 worth of coupons. In 2024 PSR distributed 744 booklets to older adults, allowing them to collectively purchase up to \$37,200 of fresh fruits and vegetables! We are proud to note that we have seen a 24% increase in the number of booklets given out from last year to this year.

In addition to providing seniors with much-needed access to healthy food, the revenue from this program also helps local farmers and other agriculture and consumer services. With the increased demand from PSR clients and the success of this year's distribution, we aim to distribute 800 or more booklets in 2024!

# BY THE NUMBERS

## LOCAL SENIOR POPULATION

### 2024 Senior Population



### Service Area



## FACTS ABOUT AGING

### Virginia

- Virginia's senior population is projected to soon surpass the population of those 18 and under.
  - By 2050 the number of adults aged 65+ is expected to grow by 47%, reaching 82 million individuals.
- 24% of Virginians aged 65+ live alone.
- Within the Piedmont Health District:
  - 26.6% of the total population is aged 60+.
  - 9.5% of those aged 65+ do not have a vehicle.
  - 39% of those aged 65+ have a disability.

### National

- The U.S. population is now the oldest it has ever been with more adults aged 65+ working — 24% of men and 15% of women.
- 10 million older adults are threatened by or experience hunger.
- 28.1% of Americans aged 60+ live with a disability.
- 42% of Americans aged 65+ live alone.

Sources: Weldon Cooper Center for Public Service; Population Reference Bureau (February 2024)

# BY THE NUMBERS

## OUR IMPACT



**80,536**

**Home-Delivered  
Meals Served**



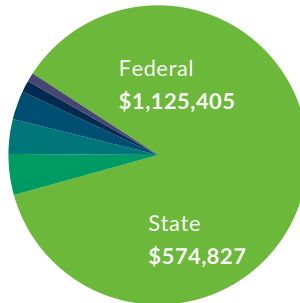
### Care Service Statistics

<b>1,714</b>	In-Home Care Hours	<b>244</b>	VAAA Cares Referrals
<b>17,643</b>	Homemaker Encounter Hours	<b>789</b>	SNAP Intakes
<b>350</b>	CHORE Hours	<b>42</b>	Ombudsman Cases
<b>757</b>	Legal Aid Hours	<b>744</b>	Farmers Market Coupons
<b>916</b>	NEMT Appointments	<b>46</b>	Cool Care AC Units

### REVENUE TOTAL

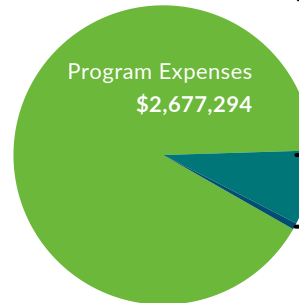
**\$2,938,771**

ARP: \$486,583  
Grants and other  
Fundraising: \$403,538  
Participant Income: \$60,198  
In-Kind Contributions: \$163,480  
County Contributions: \$124,740



### TOTAL EXPENSES

**\$2,933,507**



General Expenses  
\$235,752  
Fundraising Expenses  
\$20,461

### Contributions by County

Amelia  
Buckingham  
Charlotte  
Cumberland  
Lunenburg  
Nottoway  
Prince Edward

### Counties Contributed

\$14,643  
\$18,000  
\$17,275  
\$12,302  
\$14,000  
\$18,484  
\$30,036

### Senior Population

3,180  
4,170  
3,665  
2,610  
3,530  
3,920  
5,100

### County

Amelia  
Buckingham  
Charlotte  
Cumberland  
Lunenburg  
Nottoway  
Prince Edward

### Number Served

268  
503  
314  
360  
460  
560  
970  
**3,415**

### Cost

\$208,829  
\$391,562  
\$243,634  
\$281,116  
\$358,757  
\$436,899  
\$756,497  
**\$2,677,294**



# FUNDRAISING & SUPPORT

## HOW CAN YOU HELP?

### PSR SHARED THE LOVE WITH SANTA FOR SENIORS

For over 15 years, the Meals on Wheels network has participated in The Subaru Share the Love Event. And, just in time for the Christmas season, Piedmont Senior Resources Area Agency on Aging (PSR), as part of its 2023 Santa for Seniors Project, packed Christmas bags for approximately 500 isolated, homebound older adults.

School children, church members and a trove of volunteers packed a vast majority of the bags as they listened to holiday music at PSR's offices. Those bags were delivered the week before Christmas by PSR's home delivered meal drivers, Friendship Café site coordinators, homemakers and medical transportation drivers.



Violet Jones of Crewe, a PSR client, called to share that she loved her bag, noting how the throw blanket would keep her legs warm.

"For eight years now PSR has participated in this worthwhile cause that brings tears, smiles and warmth to our older adult clients," said Nutrition and Transportation Director Geoff Angle. "PSR is proud to take part in The 2023 Subaru Share the Love Event, and our homebound, older adult clients received a large bag of staples for Christmas they can use. We know and have been told that often that this is the only gift they may receive during the holiday season."

"This year we had the most valuable bags with quality towels, cleaning supplies, lotion, paper products and much more," said PSR CEO Justine Young, who had the concept for this event eight years ago. "This event has grown and flourished because of community support. The grant funding we receive from this event funds multiple programs at PSR."

Letterpress Communications served as title sponsor for the event.

"We cannot thank Letterpress Communications enough," said Young. "Ilsa Loeser and her team not only packed bags, but donated in many different ways including donating funds to purchase additional items for bags! Hands down we could not have done this without Letterpress' financial support and partnership."

Other sponsors include Weyerhaeuser, Riverstone Solar, Joe Hines for Virginia, The Fishin Pig, The Farmville Area Chamber of Commerce, The North Street Press Club, FeedMore Inc., Pinot in Dillwyn, Walmart in Farmville, Dominion Energy, Boyd Electrical, The Farmville Herald, WFLO and WVHL radio stations.

# FUNDRAISING & SUPPORT

## HOW CAN YOU HELP?



2024 Duck Derby  
Funds Raised:

 **\$16,099**

### FOURTH ANNUAL DUCK DERBY A QUACKING SUCCESS!

Ducks, Dollars & Community Spirit: PSR's Duck Derby Raises Over \$16K

Piedmont Senior Resources (PSR) is thrilled to announce the success of its fourth annual Great Farmville Duck Derby, which took place on Friday, September 13, 2024! Held in collaboration with the Farmville Downtown Partnership, the Derby once again kicked off the Heart of Virginia Festival at Riverside Park, adding to the festivities with hundreds of rubber ducks racing down the river. This year, the event not only brought the community together for an evening of fun and friendly competition but also surpassed fundraising goals, raising an incredible \$16,099 to support vital services for local seniors! Funds raised go directly toward PSR's essential programs, including home-delivered meals, non-emergency medical transportation and wellness initiatives designed to help older adults remain independent and healthy.



### FIRST ANNUAL PET LOVE WALK SUPPORTS SENIORS AND THEIR PETS!!

PSR Pet Love Pet Walk 2024 Raises Over \$6,000 to Support Pets of Low-Income Older Adults

The *First Annual PSR Pet Love Pet Walk* took place on October 19, 2024, at Wilck's Lake in Farmville, drawing a crowd of pet lovers and raising over \$6,000 for the PSR Pet Love Program. This essential program provides pet food, supplies, grooming, boarding, and veterinary care assistance for low-income older adults (ages 60+) in Amelia, Buckingham, Cumberland, Charlotte, Lunenburg, Nottoway, and Prince Edward Counties.

The event featured a group trail walk, 19 local vendor booths, a Halloween costume contest, pet trick-or-treating, a silent auction, 50/50 raffle, music, and more. Attendees had a fun time while supporting a cause that helps ensure older adults can continue caring for their beloved pets.

"The Pet Love Program is about keeping the bond between older adults and their pets strong, no matter their financial situation," said Nikki Dean, who heads the PSR Pet Love Program. "We are incredibly grateful to our community for coming out to support this event. Every dollar raised will help us provide critical care to pets in need, and that's something truly special."

Special thanks to all of our sponsors, especially our Platinum Sponsor, **Feed More**, and Gold Sponsor, **Harlan L. Horton, P.C. Law Firm in Farmville**, for their generous support. Their contributions helped make this event a success, and we are grateful for their commitment to our mission.

Thank you to everyone who participated, donated, and volunteered. Your support makes a real difference in the lives of local pets and their owners.

For more information or to donate to the PSR Pet Love Program, visit [www.psraaa.org/pet-love](http://www.psraaa.org/pet-love).



## Contact Piedmont Senior Resources

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**PSR is a proud member of**

