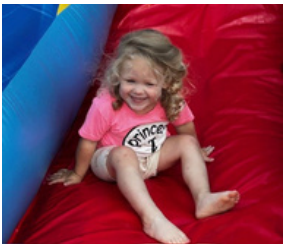


PSR The Advocate

NEWSLETTER

Piedmont Senior Resources Area Agency on Aging, Inc.

www.psraaa.org • December 2025



RACING FOR A CAUSE: 2025 DUCK DERBY MAKES A BIG SPLASH

***PSR's Annual Fundraiser Nets
\$17,000 for Senior Programs***

What happens when over 1,300 rubber ducks hit the river? A quacky, joy-filled day of fundraising, fun, and fierce competition! PSR's fifth annual Great Farmville Duck Derby was our most successful yet. We raised nearly \$17,000, including \$10,000 in sponsorships, to support vital services for older adults across our seven-county region.

"Our ducks took to the water in a quacky race that brought out laughter, cheers, and plenty of community spirit."

Jamie Anderson | PSR Duck Derby Event Organizer

We're grateful to everyone who bought a duck, volunteered, or came out to cheer. Special thanks to our generous sponsors: Pino's Italian Restaurant & Pizzeria, Davenport, WFLO, Creative Electrical, Haley Auto Mall, GMC, *The Farmville Herald*, Centra Health, Bland Reid Funeral Home, Duckie Glow Beauty Bar, Donna McRae Jones, and George and Lucy Klaus. A heartfelt shoutout goes to Wade Clements and his team for expertly corralling the ducks and to Audrey Sullivan for spreading smiles with face painting!

Thanks to your support, PSR can continue delivering meals, home improvements, transportation, home care, socialization opportunities, and peace of mind to seniors throughout Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward counties.

SANTA FOR SENIORS KICKS OFF WITH "SHARE THE LOVE" SPIRIT

The season of giving is officially underway! On Thursday, November 20, PSR proudly launched the 2025 Subaru "Share the Love" Event in partnership with Letterpress Communications and the Farmville Area Chamber of Commerce. This Chamber After Hours event served as the kickoff for Santa for Seniors — our annual campaign to deliver household essentials and holiday cheer to homebound and vulnerable older adults across our seven-county service area.

Santa's Helpers Still Needed!

Essential items like toiletries, new warm gloves and hats, new blankets, cleaning supplies, laundry detergent, and non-perishable food are in high demand. Every donation makes a meaningful difference in the lives of local seniors and helps them stay safe, warm, and independent this winter.

Let's make sure no senior is forgotten this holiday season. Want to help? It's easy.

Drop off donations at our office in the Cookout shopping center (1413 S. Main Street, Farmville) now through Friday, Dec. 12, during regular business hours.

Can't make it in person? Shop our Amazon wishlist or make a monetary gift online.



Amazon
wishlist



Donate
supplies
or funds

1413 S. MAIN STREET, FARMVILLE, VA 23901
800-995-6918 • 434-767-5588

PSR NAMED 2025 NONPROFIT OF THE YEAR BY FARMVILLE AREA CHAMBER OF COMMERCE

Piedmont Senior Resources took home a top honor this year: being named 2025 Nonprofit of the Year by the Farmville Area Chamber of Commerce! The award recognizes a nonprofit that demonstrates outstanding community impact, leadership, and commitment to collaboration.



"Your dedication to serving our senior community is truly inspiring, and this recognition is well deserved," the Chamber shared in its announcement.

This recognition not only celebrates PSR's mission of advocating, advancing, and achieving independence for the aging community, but also opens the door to new partnership opportunities with the Chamber throughout the year. PSR looks forward to continued collaboration and is grateful for the community's support.

NATIONAL SPOTLIGHT SHINES ON PSR'S PET LOVE PROGRAM

PSR has been honored with a 2025 USAging Achievement Award for its Pet Love Program, which supports pets and the emotional connection they provide to homebound seniors in Southside Virginia.



Recognized at USAging's 50th Annual Conference, our Pet Love Program was one of just 26 local aging initiatives honored nationally for its creative and compassionate approach to senior care.



PSR's Pet Love Program provides low-income, homebound seniors with pet food, supplies, grooming, and veterinary support, ensuring they can continue to care for their cherished companions. What started as a small delivery effort has become a thriving, year-round initiative powered by grants, donations, and community fundraisers like Pet Walks and Santa for Pets.

You can help keep tails wagging and hearts full. **Donate** today to support Pet Love and make a difference for seniors and their furry companions.



"Our PSR Pet Love Program is about more than feeding pets. It's about protecting the bond that brings comfort, purpose, and companionship to our seniors. For those living in our most rural areas, where neighbors can be miles apart and loneliness is real, a pet may be their only daily connection."

— Nikki Dean | Pet Love Program Creator & Supervisor



MEET PSR'S NEW CFO: CATHERINE S. MALONEY

Piedmont Senior Resources is proud to announce the appointment of Catherine S. Maloney as our new Chief Financial Officer (CFO).

Catherine brings a wealth of financial leadership and community service experience to PSR. She previously served as CFO of Tri-County Community Action Agency and as CEO/Executive Director of the Mecklenburg County YMCA, where she expanded outreach and led strategic efforts through the COVID-19 pandemic.

Catherine has worked in the field of information technology at EDS Corporation and various technology start-ups, where she helped operationalize and grow the areas of customer support, quality assurance, and finance. She is a partner at Aerie EDI Group, a software firm focused on workers' compensation electronic data interchange.

A Southside Virginia resident since 2011, Catherine has been deeply engaged in the community, holding leadership roles with the Arrowhead 4H Shooting Club, the Mecklenburg County YMCA, and the Southside Wellness Coalition. She's also a yoga instructor with a passion for promoting wellness.

Catherine lives in Chase City with her husband, Shawn, and their two dogs. She enjoys walking the family farm, spending time with her family, traveling, and reading all types of fiction. Please join us in welcoming her to the PSR team!