



ANNUAL REPORT 2025



Piedmont Senior Resources

Advocating, advancing and achieving independence for the aging community.



OUR MISSION

Advocating, Advancing and Achieving independence for the aging community.

OUR VISION

PSR's vision is to offer services that help seniors live independently and safely in their own homes.

OUR HISTORY

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

PSR IS A PROUD MEMBER OF:



MAP OF SERVICE AREA

PSR's service region is comprised of seven counties in Southside Virginia that make up the Piedmont Health District.



CONTACT

Piedmont Senior Resources

1413 South Main Street
Farmville, VA 23901

Office: 434-767-5588

Toll Free: 800-995-6918

Fax: 434-767-2529



www.psraaa.org



psr@psraaa.org

LETTER FROM THE BOARD OF DIRECTORS



As we reflect on fiscal year 2025, we are proud to share that PSR continued to demonstrate strength, adaptability, and meaningful progress. Throughout the year, the agency further clarified and advanced its mission, broadened its presence in the community, and fostered a strong, mission-driven culture within the agency. Tangible growth was evident across programs, partnerships, and community engagement efforts. PSR increased its capacity to serve, supporting more individuals than ever before. This progress was made possible through intentional strategic planning, creative, forward-thinking service delivery, and the community's continued support.

Among the year's highlights were the expansion of Ground Game Health, Non-Emergency Medical Transportation (NEMT), and our Pet Love programs. PSR also strengthened and diversified its network by building new relationships with local agencies, national partners, funders, and community leaders. Through purposeful outreach and compelling storytelling, the organization elevated awareness of its work and further established its reputation as a trusted leader in our region.

At the center of PSR's success is its dedicated team. Our staff consistently demonstrates commitment, innovation, and professionalism in all they do. Grounded in a strong spirit of teamwork, employees support one another across departments, share knowledge openly, and work collectively to solve challenges and advance our mission. Their ability to remain flexible, collaborate effectively, and deliver high-quality services continues to drive the organization's impact and ensure a strong foundation for the future.

We would also like to extend our deepest gratitude to Justine Young for her thirteen years of dedicated service to PSR and to the aging population within our community. Her leadership, vision, and unwavering commitment have shaped the organization. We thank her for her lasting contributions and the strong legacy she leaves for the future of PSR.

On behalf of current PSR Board of Directors

Paul Stimpson - Chairman of the Board
Daphne Norton - Vice Chairman
Melinda Elliot - Secretary
Sari Goff - Treasurer

SPOTLIGHT

NEW CFO | CATHERINE S. MALONEY

Piedmont Senior Resources is thrilled to welcome Catherine S. Maloney as our new Chief Financial Officer (CFO). With extensive experience in financial leadership and community service, including her role as CFO at Tri-County Community Action Agency and CEO/Executive Director at the Mecklenburg County YMCA, Catherine is poised to help us continue to expand our impact, especially as demand for services in our region continues to grow.



LETTER FROM THE BOARD CHAIR

JESSICA OWNBY



Piedmont Senior Resources is dedicated to providing essential services that ensure that our Senior recipients are safe, supported, and able to maintain their health and dignity. PSR appreciates all the employees for the vital hard work that makes a meaningful difference in the lives of individuals and families who rely on PSR. Thank you for your professionalism, perseverance, and unwavering focus on protecting the well-being of those we serve.

To all of our donors and sponsors who continue to support the vision of PSR, thank you! Your generosity plays an important role in helping PSR sustain our mission and serve those who rely on our programs. With your continued support, we can continue to serve the public with high-quality services well into the future.

— Jessica Ownby | Chairman of the Board

2025 PSR BOARD OF DIRECTORS

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Stephanie Coleman, Buckingham
Melinda Elliott, Lunenburg
Paul Garrett, Buckingham
Sari Goff, Charlotte
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CREATING SOCIAL IMPACT

IN CENTRAL VIRGINIA

CREATING SOCIAL IMPACT IN SOUTHSIDE VIRGINIA'S PIEDMONT HEALTH DISTRICT

As the population in Southside Virginia continues to grow older, the demand for accessible services, transportation, nutrition support, and in-home assistance is increasing. PSR works each day to help older adults remain safe, healthy, and independent in their homes while also ensuring families know where to find support.

According to the UVA Weldon Cooper Center, Virginia is considered an “aging society,” with 20% of residents age 60 and older. In Southside Virginia, that percentage rises to 30%, including the seven counties in the Piedmont Health District served by Piedmont Senior Resources. The region also has the highest percentage of adults over 60 living alone (28.1%), contributing to higher levels of isolation and loneliness. Southside Virginia has the highest poverty rate in the state, with 14.3% of individuals over 60 living below the poverty line, and poverty rates are even higher in the rural parts of the region. In addition, Southside has the second lowest levels of educational attainment and labor force participation among residents over 60 in the Commonwealth. Together, these indicators highlight the urgent need for strong programs that support older adults, especially in Southside Virginia.

PSR works to meet these needs and create meaningful impact across the communities it serves. Its programs help older adults “age in place” by promoting physical and mental well-being and reducing or delaying the need for nursing home care. PSR provides opportunities for socialization, nutrition support, medical transportation, in-home household assistance, and home safety repairs. Ground Game Health helps residents navigate Medicare questions, while VA Cares offers guidance on long-term care insurance and other available resources. For individuals living in long-term care facilities, PSR's Ombudsman program assists families and advocates for residents' rights.

Nationally, the share of the U.S. population age 65 and older is projected to reach 23% by 2054. However, three of the seven counties in PSR's service area had already exceeded this level by 2025. This indicates that demand for services in Southside Virginia's Piedmont Health District will continue to grow significantly, and Piedmont Senior Resources is working to position itself to meet these increasing needs.

These trends demonstrate why organizations like PSR are essential in supporting older adults across the Piedmont Health District. Through programs such as home-delivered meals, medical transportation, caregiver support, and Medicare counseling, PSR helps ensure older adults in these communities can continue living independently.

Source:

Aging in Place and Addressing Social Isolation: Virginia Rural Health Plan 2022-2026. Virginia Rural Health Plan. Available at https://www.vdh.virginia.gov/content/uploads/sites/76/2022/01/Virginia-Rural-Health-Plan_13-Aging.pdf

Baik S., (2025). Older Virginians by Region (2025). Weldon Cooper Center for Public Service University of Virginia. April 8. Available at <https://www.coopercenter.org/research/older-virginians-region>.

U.S. Census Bureau. (2024). County Population by Characteristics:2020-2024. Available at <https://www.census.gov/data/datasets/time-series/demo/popest/2020s-counties-detail.html>

UNDERSTANDING THE NEED

NATIONAL STATS

22-23%
of the U.S. Population
will be age 65+ by 2050

SOURCE: Statista. (2026). Share of the United States population aged 65 years and older from 1950-2050. Available at https://www.statista.com/statistics/457822/share-of-old-age-population-in-the-total-us-population/?srsltid=AfmBOooWn2NLcVA61CWqW1Tb50Aaoyg_3EAgjCpLq6Z2BSqvio dg98BL

U.S. Life Expectancy

75.8 Years for Males
81.1 Years for Females
+1.33% in one year
+1.12% in one year

SOURCE: Murphy, S., Kochanek, K, Jiaquan, M., and E. Arias. (2023). HCHS Data Brief: Mortality in the United States, 2023. Center for Disease Control. No. 521. Available at <https://www.cdc.gov/nchs/data/databriefs/db521.pdf>

VIRGINIA

17.6%
of Virginians are 65+

There are approximately 1,547,113 residents of Virginia who are 65+. This represents 17.6% of Virginia's overall population.

SOURCE: Calculated from data available at www.census.gov/data/tables/timeseries/demo/popest/2020s-counties-detail

SOUTHSIDE VIRGINIA & PIEDMONT HEALTH DISTRICT

PSR's service region serves more than 21,600 residents aged 65 and older.

SOURCE: Calculated from data available at <https://www.census.gov/data/tables/time-series/demo/popest/2020s-counties-detail.html>

As Southside Virginia's population ages, the need for accessible services, transportation, nutrition support, and in-home assistance continues to grow. PSR helps older adults stay safe, healthy, and independent in their homes while guiding families to available resources. Through programs like home-delivered meals, medical transportation, caregiver support, and Medicare counseling, PSR supports older adults across the Piedmont Health District in maintaining independent living.

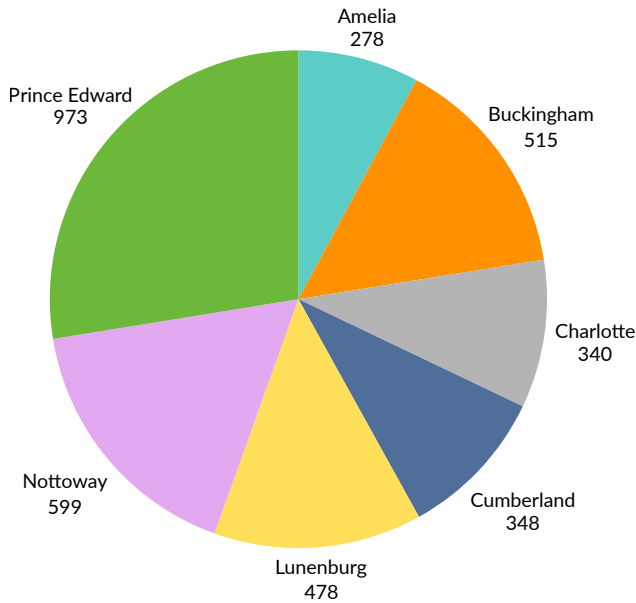
Elderly Populations in PSR Service Region (July 2024)		
COUNTY	POPULATION 65+	% OF TOTAL POP
Amelia	3,051	22.2
Buckingham	3,702	21.6
Charlotte	2,712	24.1
Cumberland	2,382	23.7
Lunenburg	2,928	24.3
Nottoway	3,009	19.2
Prince Edward	3,845	17.3

PROGRAMS & SERVICES

OVERVIEW

AREAS OF GROWTH

PSR served **3,531** clients in FY2025, up **2.8%** from the year prior. On average, we support **over 16% of the senior population** across our service region, with county-level engagement ranging from **9.1% to 25.2%**.



75,446

HOME-DELIVERED MEALS SERVED

Our Home-Delivered Meals program provides easy-to-prepare frozen meals to homebound clients.

3,450

CONGREGATE MEALS SERVED AT CAFÉS

Friendship Cafes, located throughout the service area, are gathering spots where seniors can enjoy a nutritious meal, engaging activities, and social opportunities.

1,423

CARE COORDINATION & CHORE HOURS

Both programs provide home maintenance services that improve resident safety, such as installing bathroom grab bars, supplying mobility devices, and completing minor home repairs.



PROGRAMS & SERVICES

OVERVIEW

21,476

HOMEMAKER

Homemakers are compassionate individuals who help clients with basic household tasks such as light cleaning, shopping, and laundry. They may also provide limited assistance with bathing, personal grooming, and dressing.

72

OMBUDSMAN NURSING HOME / LONG-TERM CARE CASES

Our Ombudsman assists and advocates for the person receiving long-term care services, including nursing home, assisted living, or home-based care services. She works with families, residents, and facilities to resolve issues concerning residents' rights, quality of care, and quality of life.

255

INSURANCE COUNSELING

The Virginia Insurance Counseling and Assistance Program (VICAP) assists seniors with Medicare and helps them understand and compare Medicare and other health insurance benefits. Counselors may also assist with understanding medical and insurance statements and filing claims and appeals.

440

VAAA CARES REFERRALS

The VAAA Cares is a hospital readmission reduction strategy involving a 30-day intervention. The program offers transitional care support for patients upon returning home to ensure that their needs are met during the critical period after hospital discharge.

153

PET LOVE PETS ASSISTED

The Pet Love program helps clients defray the cost of keeping pets in their home, something that reduces isolation. Assistance may include pet food, medications, vet services, and spray/neuter.

1,074

GROUND GAME HEALTH

Ground Game Health is a social impact company. We address health-related social needs by connecting Medicaid and Medicare members with community-based organizations and community health workers, to help bridge gaps in care and to improve health equity and reduce healthcare costs.

938

NON-EMERGENCY MEDICAL TRANSPORTATION TRIPS

Through the NEMT program, PSR's caring drivers transport clients lacking access to transportation to their non-emergency medical appointments, both locally and in surrounding areas.

745

FARMERS MARKET COUPONS REDEEMED

This program helps eligible seniors get fresh, nutritious, locally grown fruit, vegetables, and cut herbs while supporting local farms and farmers' markets in Virginia.

462

SNAP INTAKES

PSR can enroll individuals aged 60 and over who qualify based on income into the Supplemental Nutrition Assistance Program (SNAP).

405

LEGAL AID HOURS

PSR contracts with the Virginia Legal Aid Society in Farmville to provide free civil legal services to area senior citizens. Their attorneys and paralegals can assist clients with legal issues related to public benefits, housing, family abuse, and advance directives.

53

COOL CARE A/C UNITS PROVIDED

The Cool Care program allows low-income residents who have a qualifying condition (ex, asthma, COPD) to receive window air-conditioning units for their homes.

FEATURE STORY:

WHAT IN THE WORLD IS AN OMBUDSMAN?



The word itself can be a challenge to pronounce!

An Ombudsman is a trained state certified advocate for those living in long-term care facilities, such as nursing homes and assisted living accommodations. They negotiate and investigate resident complaints often related to abuse and neglect, violations of rights, and lack of care quality. As the Ombudsman negotiates/investigates complaints, they strive to resolve disputes, while protecting the health, safety, and rights of residents.

When families place their loved one in a long-term care facility it is with the expectation that the loved one will be respected and cared for with dignity, while receiving optimum care. When issues arise, residents and families often struggle to navigate the system. This is when the Ombudsman steps in to advocate for the resident.

One of the largest areas of growth for PSR activities in fiscal year 2025 was in the Ombudsman program, where the number of cases increased by a staggering 71%, up from 42 to 72 cases. Five out of seven counties in the service region saw an increase in cases; The largest percentage increases occurred in Amelia, Nottoway, and Prince Edward counties. This increase indicates that communities have become better informed about this important service provided by the PSR Ombudsman.

“Ombudsmen advocate for the needs of residents,” said PSR’s Ombudsman Jennifer Wall. “We handle issues such as neglect/abuse, under staffing, low food quality, unanswered call bells, inadequate supplies of linens, appeals of 30-day involuntary discharge letters, etc. We also make quarterly facility visits and walk throughs in our charge facilities, hand out our business cards, regularly conduct Residents’ Rights Bingo (bingo where residents learn their rights) and when asked by a resident, we participate in care-plan meetings.”



Not only do Ombudsmen serve an important role in the life of those living in long-term care facilities, they see their position as an honor to serve and advocate for our Senior Saints.

AREAS OF GROWTH

HOMEMAKER SERVICES GROWTH

In fiscal year 2025, the Homemaker program delivered 22% more service hours to support a growing number of clients. With fewer clients entering hospitals or nursing homes, more individuals are receiving in-home assistance from PSR Homemaker Companion Aides. PSR has made a significant impact in helping seniors successfully age in place.

VICAP HELPS MORE SENIORS NAVIGATE MEDICARE WITH CONFIDENCE

Another notable area of growth for PSR was in the Virginia Insurance Counseling and Assistance Program (VICAP), with client encounters increasing 18%. PSR clients receive annual assistance in evaluating their supplemental Medicare insurance options, often resulting in the selection of a more appropriate plan and cost savings. Due to changes in insurance coverage, PSR assisted clients through the transition by offering information, cost estimates, and guidance.



PROGRAM & COMMUNITY

HIGHLIGHTS

RAM CLINIC

In March, Cumberland County High School became a hub of healing and hope as the Remote Area Medical (RAM) clinic arrived to provide free dental, vision, and medical care to those in need regardless of insurance status. As part of the Community Health Group organizing the event, PSR was proud to stand alongside local partners, volunteers and medical professionals to make this life-changing weekend a reality.

Individuals who had never seen an eye doctor left with glasses. Patients received much-needed dental surgeries. Women accessed mammograms for the very first time. For many, this event offered essential care and positively impacted their health..



SENIOR CARNIVAL

In June, PSR brought together over 80 seniors for a day of fun and community by hosting a Senior Carnival at the Farmville Moose Lodge. The event featured classic carnival games like Ring Toss and guests were treated to a catered lunch. The carnival created an opportunity for seniors to reconnect, make new friends, and enjoy a day dedicated to them.

PET LOVE PROGRAM HIGHLIGHTS

PSR's Pet Love Program had a successful year supporting low-income, homebound seniors and their pets. The program provided pet food, supplies, and veterinary care, ensuring seniors didn't have to choose between feeding themselves or their pets. The Pet Walk raised over \$6,000, and a \$7,500 grant from PetSmart Charities through Meals on Wheels America further supported the program. Our pet program continues to provide essential care for these cherished companions.



FUNDRAISING & COMMUNITY SUPPORT

HOW CAN YOU HELP?



**2025 Duck Derby
Funds Raised:**
🦆 \$13,000

5TH ANNUAL DUCK DERBY: A QUACKING SUCCESS!

What an incredible splash we made at this year's Duck Derby held at Riverside! Over 1,800 ducks took to the water in a quacky race that brought out laughter, cheers, and plenty of community spirit.

We're thrilled to share that this year's event was our most successful yet! With over 2,000 tickets sold, we raised around \$13,000 to support essential services for seniors in our community. Everything ran smoothly from start to finish, thanks to our dedicated PSR team, volunteers, and amazing supporters. We couldn't be prouder of how this event continues to grow. Each Duck Derby reminds us how powerful community spirit can be when we come together for a great cause.



SANTA FOR SENIORS / SUBARU SHARE THE LOVE

PSR's annual Santa for Seniors campaign brings warmth, dignity, and holiday cheer to homebound and vulnerable older adults across central Virginia. As part of Subaru's Share the Love Event, Subaru donates \$300 for every car sold or leased between November 20 and January 2 to major charities such as Meals on Wheels. As a local Meals on Wheels partner, PSR launches the campaign with a community celebration alongside local businesses and civic leaders.

Through donated household essentials and winter items, Santa for Seniors helps older adults stay safe, warm, and

comfortable during the colder months, when needs and isolation are often greatest. Volunteers, businesses, and supporters work together to collect and distribute these items, and many seniors report this is the only gift they receive all year.

Beyond meeting practical needs, the program provides meaningful connection and reassurance that seniors are seen and valued. Through this effort, PSR helps older adults in Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward counties experience the holidays with greater joy and peace of mind.



FINANCIAL OVERVIEW

REVENUES & EXPENSES

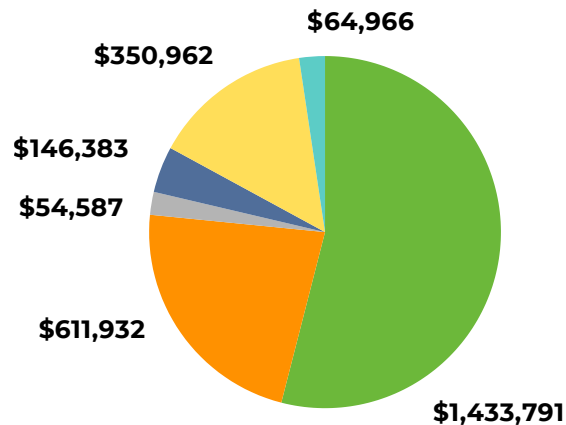
Piedmont Senior Resources' revenue for Fiscal Year 2025 totaled just over \$2.7M, reflecting a 2.3% decrease from the previous year.

Program expenses total slightly over \$2.5M, reflecting a 4.4% decrease from the previous year.

\$2,608,034

REVENUE TOTAL

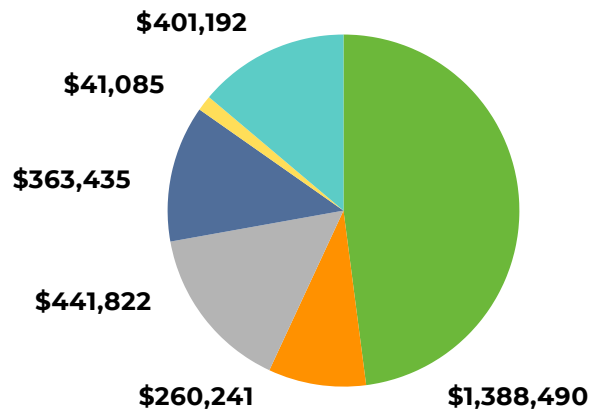
Federal Grants (pass-through): **\$1,433,791**
State Grants: **\$611,932**
Other Non-Federal/General Funds: **\$54,587**
Local Government Contributions: **\$146,383**
Individual/Corporate Contributions: **\$350,962**
Participant Fee for Service: **\$64,966**



\$2,896,265

EXPENSES TOTAL

Salaries: **\$1,388,490**
Benefits: **\$260,241**
Supplies: **\$441,822**
Vendor Services: **\$363,435**
Utilities: **\$41,085**
Other Expenses: **\$401,192**



FINANCIAL OVERVIEW

IN-KIND CONTRIBUTIONS

AN IMPORTANT FORM OF SUPPORT FOR PSR IS IN-KIND CONTRIBUTIONS.

Imagine quilts lovingly made by the local group, Twisted Stitchers, combined with donated blankets, towels, and toiletries, all thoughtfully assembled by PSR staff into more than 500 holiday care packages for elderly clients. These gifts provide warmth, comfort, and a reminder that the community cares.

In-kind contributions like these make a meaningful difference in the lives of the seniors PSR serves. For example, the donation of a Hoyer lift allowed a paralyzed senior to safely return home and experience a greatly improved quality of life. Donated rollators enabled PSR to meet the needs of everyone on its waiting list, restoring mobility and helping clients maintain their independence. In another case, a simple donation of a microwave made it possible for a homebound senior to participate in PSR's meal delivery program.

These examples demonstrate how donated goods, from mobility equipment and medical supplies to household items and winter essentials, directly support PSR's mission. Generous in-kind contributions allow the organization to stretch its resources further, expand services, and respond quickly to individual client needs. In the past year alone, PSR received more than \$110,000 in in-kind donations, all of which were distributed back into the community to improve the health, safety, and well-being of local seniors.

IN-KIND CONTRIBUTIONS
\$110,352

ACCOLADES & RECOGNITION

VOLUNTEER OF THE YEAR

Gordon Pohlman was honored in Savannah, Georgia, as the Southeastern Association of Area Agencies on Aging Volunteer of the Year. As a volunteer driver for our Non-Emergency Medical Transportation program, he ensures homebound older adults reach vital medical appointments safely and reliably. His dedication to serving both Piedmont Senior Resources and other local organizations reflects a deep commitment to our community.

NONPROFIT OF THE YEAR

The Farmville Area Chamber of Commerce recognized PSR for its outstanding community impact, leadership, and commitment to collaboration. The award celebrates the organization's mission to advocate for, advance, and support independence for older adults while strengthening partnerships that serve the broader community. It also reflects PSR's role as a trusted community partner working alongside local organizations to improve the quality of life for seniors.

USAGING AGING ACHIEVEMENT AWARD

PSR received a USAging Aging Achievement Award for its Pet Love Program, which supports low-income, homebound older adults by helping them care for their pets. The nationally recognized program helps preserve companionship and connection for seniors living in rural communities by providing food, supplies, and veterinary assistance for their pets. This achievement places PSR among a select group of organizations recognized for their people-centered approaches.





CONTACT

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