

PSR The Advocate

NEWSLETTER

Piedmont Senior Resources Area Agency on Aging, Inc.
www.psraaa.org • July 2026



THE WAIT IS OVER... IT'S DUCK DERBY TIME!



The 6th Annual Great Duck Derby is officially underway, and we're excited to kick off another amazing year of fundraising for Piedmont Senior Resources and another year of partnership with Downtown Farmville

Duck Derby tickets are now on sale!

Sponsorship packets are also available for businesses and organizations that would like to support this wonderful community event.

Because of your incredible support over the past five years, the Duck Derby has grown into one of our favorite community traditions. Every ticket purchased and every sponsorship received helps Piedmont Senior Resources continue to provide vital services that allow older adults throughout our community to remain independent and age with dignity.

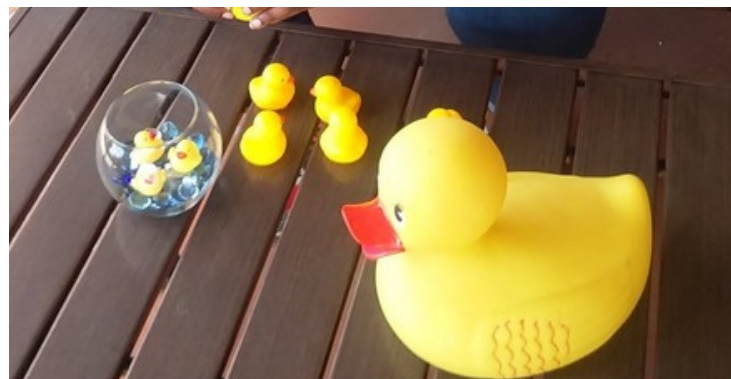
This year we're celebrating our 5th Anniversary, and our goal is to make this our biggest and best Duck Derby yet! Whether you purchase a duck, become a sponsor, or simply help spread the word, you are making a difference in the lives of the seniors we serve.

Let's work together to make the **6th Annual Great Duck Derby** our most successful event yet!



Tickets / Sponsorship Information

Please contact Jamie Anderson at
434-767-5588



FINISH

PSR DUCK DERBY 2026

FRIDAY, SEPTEMBER 11TH

5:00PM RIVERSIDE PARK

PURCHASE A DUCK FOR A CHANCE TO WIN OUR PRIZES

TICKETS		PRIZES	
SINGLE DUCK (1 TICKET)	\$5	1ST PLACE DUCK	\$1,000
QUACK PACK (6 TICKETS)	\$25	2ND PLACE DUCK	\$500
FLOCK (20 TICKETS)	\$100	3RD PLACE DUCK	\$250

THE LAST DUCK TO CROSS THE FINISH LINE WILL BE AWARDED \$100

FARMVILLE DOWNTOWN PARTNERSHIP

ALL PROCEEDS WILL BENEFIT OUR COMMUNITY PROGRAMS:

- NON-EMERGENCY MEDICAL TRANSPORTATION
- CHORE
- HEATING AND COOLING
- FARMERS MARKET NUTRITION

FARMVILLE DOWNTOWN PARTNERSHIP

For questions or more information please contact Jamie Anderson at (434) 767-5588 ext. 600

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

PETALS & PAWS PET WALK RAISES \$4,000 TO SUPPORT LOCAL SENIORS AND THEIR PETS



Piedmont Senior Resources (PSR) celebrated a successful **3rd Annual Petals & Paws Pet Walk** on Saturday, June 27, at the High Bridge Plaza Caboose in Farmville. It was a beautiful day filled with sunshine, laughter, wagging tails, and community spirit as supporters came together to help raise \$4,000 in monetary and in-kind donations for the PSR Pet Love Program.

We extend our heartfelt appreciation to our Gold Sponsors, Corban Veterinary Services of Charlotte County and Slate River Veterinary Clinic of Buckingham County for generous support that helped make this event possible. We are also incredibly grateful to all our sponsors, vendors, volunteers, and guests for helping create a memorable day and supporting our mission of keeping pets with beloved senior owners.

"The Petals & Paws Pet Walk is more than just a fundraiser—it's a celebration of the incredible bond between seniors and their pets," said Nikki Dean, Nutrition Program Coordinator for Piedmont Senior Resources. "Every dollar raised helps ensure older adults don't have to choose between caring for themselves and caring for the pets they love. We are so thankful for the amazing support our community continues to show the PSR Pet Love Program."

The PSR Pet Love Program is dedicated to "Spreading love to pets and the older adults who love them!" The success of this year's Petals & Paws Pet Walk is a testament to what can be accomplished when a community comes together for a common cause. Together, we are making a lasting difference in the lives of older adults and beloved pets throughout the seven counties PSR serves. We look forward to building on this momentum and invite our community to continue supporting the PSR Pet Love Program throughout the year so more seniors can experience the comfort, companionship, and unconditional love that only a beloved pet can provide.

WE'D LOVE YOUR VOTE!

Piedmont Senior Resources is honored to be nominated in the Farmville Herald Reader's Choice Awards!

If you think PSR programs have made a difference in our community, we'd be grateful for your support by voting for:

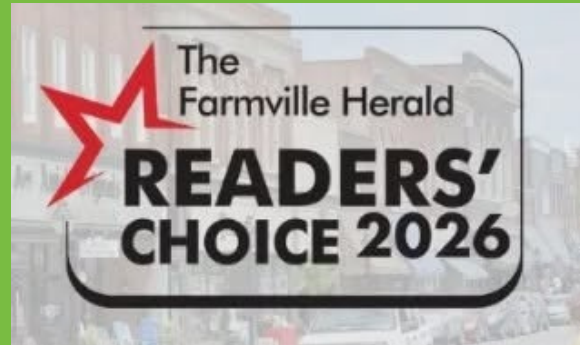
- Piedmont Senior Resources for Best Non-Profit Organization
- PSR Pet Walk for Best Local Event

Both categories can be found in the "**Out and About**" section.

Every vote helps shine a light on the work we do to support older adults and their pets.

Voting ends July 31 so cast yours by going to the link on the right.

Thank you for believing in our mission and helping us make a difference!



**VOTE BY
JULY 31!**



https://farmvilleherald.com/contests/readers_choice/#/gallery/544537089/

PSR INTERNS REPRESENT AGENCY AT HEALTHY AGING EXPO

On Tuesday, April 14, 2026, PSR interns Jacob Jones and Naomi Becker represented our agency at the Healthy Aging Expo. Hosted by Buckingham County PACE at the Buckingham County Community Center, this event brought the community together to support wellness and independent living.

Event Highlights:

- **Free health screenings** for attendees.
- **Aging-in-place resources** for local seniors.
- **Community connection** and networking opportunities.
- **Local food trucks** and diverse vendor booths.

We are incredibly proud of Jacob and Naomi for showcasing PSR's mission and connecting with our neighbors!





When asked what inspired her to join PSR, Cynthia shared that she had heard PSR was a **family-oriented organization** — and because she has always had a passion for caring for older adults — she knew it was the perfect place for her. Seventeen years later she continues to exemplify the caring spirit that makes our agency so special.

In addition to her role with PSR, Cynthia has dedicated an incredible **35 years to Amelia Rehabilitation and Healthcare Center** where she will celebrate that milestone this September. Her lifelong commitment to serving others is truly inspiring and reflects the heart of a caregiver.

Outside of work, Cynthia enjoys spending quality time with her family, especially her **8-year-old grandson, Demetrius**, who brings her endless joy and keeps her smiling.

☀ Employee Spotlight ☀ CYNTHIA "COOKIE" BLAND

17 Years of Dedicated Service

*This month we are proud to recognize **Cynthia "Cookie" Bland** for **17 years of outstanding service** with Piedmont Senior Resources! Cynthia joined our team as a Homemaker Aide on **May 21, 2009**, and since then has touched countless lives through her compassion, kindness, and unwavering commitment to the seniors she serves.*

"One of my favorite things about recognizing Cynthia is that our paths crossed long before either of us worked together. As a child, I remember Cynthia as one of the older students who always looked out for those around her, including me on the school bus. Years later, it's a privilege to work alongside her and now serve as her supervisor. It's a wonderful reminder that kindness leaves a lasting impression, and Cynthia continues to show that same caring spirit to every client she serves."

— Jamie Anderson, Homemaker Program Manager

Known affectionately as "Cookie," Cynthia has a remarkable ability to build lasting relationships with those she serves. Her current client absolutely adores her and has welcomed her as part of the family - a testament to the genuine love, trust, and compassion she brings into every home she enters. Cynthia's dedication, dependability, and servant's heart have made a lasting impact on our clients, their families, and everyone fortunate enough to work alongside her.

Congratulations, Cynthia, on 17 amazing years with Piedmont Senior Resources! Thank you for your unwavering commitment to our mission and for making a difference in the lives of so many older adults. We are incredibly grateful to have you as part of the PSR family!

☀️ Thank You, Fresh Girlz Club! ☀️

On **June 27, 2026**, Piedmont Senior Resources had the pleasure of welcoming an amazing group of young ladies from the **Fresh Girlz Club**. They generously volunteered their time to help prepare for our upcoming **6th Annual Great Duck Derby**.

With **6,000 rubber ducks** waiting to be counted and organized, we had a big task ahead of us—but thanks to these incredible volunteers the job was completed in record time! Their enthusiasm, teamwork, and positive attitudes made what could have been a long day both productive and enjoyable.

Not only were these young ladies hardworking but they were also **professional, respectful, and an absolute joy to be around**. They worked diligently from start to finish, and when they left, **every single duck had been counted and was ready for ticket sales!**



Volunteerism is the heart of a strong community, and these young women demonstrated exactly what it means to give back. Their willingness to lend a helping hand made a tremendous difference and helped ensure the success of one of Piedmont Senior Resources' largest annual fundraisers.

A heartfelt **thank you** to the Fresh Girlz Club, their leaders, and each young lady who volunteered her time. Your hard work, kindness, and dedication are truly appreciated, and we hope to partner with you again in the future!

Thank you for helping us make the 2026 Great Duck Derby a success - one duck at a time! ❤️

Celebrating the Incredible People Who Make PSR So Special!

On Saturday, our staff and their families gathered at Twin Lakes State Park for our Employee Appreciation & Family Fun Day! We enjoyed a delicious cookout, friendly competition, fun games, lots of laughter, and special awards recognizing the dedication and hard work of our amazing team.

At PSR we know our employees are the heart of our mission. Every day, they make a difference in the lives of older adults throughout our seven-county region. It was a joy to spend time together outside of work, celebrate our accomplishments, and create lasting memories with our families.

A huge thank you to everyone who joined us and helped make the day so special! We are grateful for our incredible team and all they do for the communities we serve.

We also want to give a shoutout Advance Auto Parts of Farmville, Bill Jenkins, Rochette's Florist LLC, The Fishin' Pig - Farmville, and Pretty & Pressed by Chloe, for their generous donations of items for the gift baskets!



PSR Welcomes the Fresh Boyz Club during FRESHWeek '26

Their thoughtful visit and breakfast delivery was a wonderful reminder that even small acts of kindness can make a lasting impact.

At PSR, we are dedicated to serving older adults, caregivers, and families throughout our communities. It was encouraging to see these young leaders taking the time to recognize organizations that work each day to make a difference.

We sincerely thank the Fresh Boyz Club for their generosity, thoughtfulness, and commitment to community service. Your visit brought smiles to our staff and served as an example of what leadership, gratitude, and giving back look like.



Testimonials

Delilah Mattew, *Care Coordination Client*

"Everything has been great! You all have been wonderful to me. The drivers and Mary are good. All of the staff have been great!"



Naomi Becker, *Care Coordination Intern*

"My time here has taught me a lot about the needs among older adults within our surrounding counties. I have seen firsthand the impact that PSR has had on many individuals. I have learned many skills and created great connections that I plan to take with me wherever I go. PSR has done great work in the community, and I know they are going to continue to make strides for older adults."

American Legion Boys State of Virginia Donates to PSR



Piedmont Senior Resources (PSR) was honored to be selected as the 2026 donation recipient by The American Legion Boys State of Virginia hosted this year at Hampden-Sydney College.

As part of the program's commitment to leadership, civic engagement, and community service, attendees collected more than \$2,500 worth of pet food and essential items to benefit the PSR Pet Love Program and the annual Santa for Seniors fundraiser. These generous donations will help support local seniors and their beloved pets while also bringing joy to older adults during the holiday season.

On Thursday, June 25, Nikki Dean, Nutrition Program Coordinator for Piedmont Senior Resources and a 2009 Hampden-Sydney College alumna, had the opportunity to thank the students during the closing ceremony and share how their generosity will make a meaningful difference in the lives of the seniors PSR serves.

Piedmont Senior Resources extends its sincere thanks to The American Legion Boys State of Virginia, Hampden-Sydney College, and all of the Boys State participants for their kindness, generosity, and commitment to serving others.

“

"It was inspiring to see these young leaders give back to our community. Their generosity will have a lasting impact on the seniors and pets we serve, and we are truly grateful for their support."

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— Nikki Dean
Nutrition Program Coordinator

Piedmont Senior Resources at the 2026 Juneteenth Celebration

On **Saturday, June 20, 2026**, Piedmont Senior Resources was proud to participate in the **Juneteenth Celebration in Downtown Farmville**. Despite temperatures reaching **96 degrees**, the event was filled with energy, community spirit, and fellowship.

Our team enjoyed connecting with so many wonderful community members who stopped by the PSR booth to learn more about the services and programs we offer to help older adults remain healthy, independent, and engaged. We were grateful for the opportunity to answer questions, distribute educational materials, and raise awareness about the many resources available through Piedmont Senior Resources.

The celebration featured an outstanding variety of local vendors, delicious food trucks, live entertainment, and organizations committed to serving our community. It was inspiring to see so many people come together to celebrate history, culture, and community.

We sincerely appreciate everyone who visited our table and took the time to learn more about PSR. Events like this allow us to build new relationships, strengthen existing partnerships, and continue our mission of serving older adults throughout our region.

Thank you to the organizers for hosting such a well-planned and successful event. We are already looking forward to participating again next year!

Piedmont Senior Resources – Serving Seniors, Supporting Independence, Strengthening Communities. ❤️



URGENT NEEDS

- **Adult incontinence supplies**
(prefer pull ups rather than briefs)

*If you can help,
please reach out to us here.*



2026 Senior Farmers Market



Piedmont Senior Resources (PSR) has been a dedicated partner in the Senior Farmers Market Nutrition Program (SFMNP) since 2018. This collaborative program improves access to fresh, locally grown fruits, vegetables, and cut herbs for eligible low-income seniors while supporting local farmers and strengthening our local economy.

In response to the growing need for food assistance among older adults, PSR was awarded **401 Senior Farmers Market benefit cards** for 2026, totaling **\$20,050 in benefits**. Each approved participant receives a **\$50 benefit card** that can be used to purchase fresh, locally grown produce from authorized farmers and farmers markets.

The new **Farm Market Fresh Card** allows participants to easily track purchases, check their remaining balance, and spend their benefits down to the penny.

This program is made possible through partnerships with the **Food and Nutrition Service (USDA)**, **Virginia Department for Aging and Rehabilitative Services**, **Virginia Farmers Market Association**, and stakeholders improving nutrition and food security for older adults.

As we look ahead, PSR remains committed to expanding access to this valuable benefit and increasing the number of seniors served each year. By connecting older adults with nutritious, locally grown foods, we help improve health outcomes while supporting Virginia's agricultural community.

2026 Senior Farmers Market Program Dates

- **Benefit Distribution Period:** June 1, 2026 – September 30, 2026
- **Benefit Usage Deadline:** November 30, 2026

Important Reminder

Please keep your **Farm Market Fresh Card** after using your 2026 benefits. The same card may be reloaded for future program years. To receive future benefits, a new application must be completed and approved each year.



Mark Your Calendar

July 21, 4-5 p.m.
PSR Board Meeting
Main Office

September 11, 5-7 p.m.
Duck Derby
Riverside Park

August 7, noon-2 p.m.
Triad Summer Picnic
Fireman's Sports Arena

August 14, noon-2 p.m.
Quackie Lunch
Main Office

October 15
Medicare Open Enrollment
Begins

November 19
Subaru Share the Love/Santa
for Seniors kicks off