



ANNUAL REPORT 2023

Piedmont Senior Resources

Advocating, advancing and
achieving independence for
the aging community.



LETTER FROM THE CEO

JUSTINE YOUNG

Change is a good thing. Change brings progress. Piedmont Senior Resources Area Agency on Aging (PSR) continues to change and grow. We are proud of the impact PSR's growth has had on area citizens this past year, and we look forward to the coming year.

The PSR impact is widespread. One example is PSR's non-emergency medical transportation program that has grown from one vehicle to four and covers medical clinics and hospitals from Farmville to VCU, UVA, Centra Lynchburg, South Hill and more. Three of our newly created programs received national awards over the past three years, and as a result state and national conferences have asked our team members to present as subject experts. Our Ombudsman, or long-term care patient advocate, won the Helen J. Napps state award for outstanding service and was the first ombudsman in 17 years to win this award over police officers, social workers and others. I serve on the executive committee of the Southeastern Area Agencies on Aging and the Virginia Area Agencies on Aging as well as the board of USAging. Jordan Miles leads a workgroup for state nutrition directors and chairs the South Central Virginia Nonprofit Network, co-founded by PSR with other nonprofits. Jamie Anderson chairs the local TRIAD and serves on Nottoway County's Chamber of Commerce Board. Renata Sharnick serves on the Heart of Virginia Festival Board. We're proud to say that PSR has a strong regional, state and national presence.

In the past year, we have been the recipients of some of the largest grants in PSR's history. PSR received a USAging grant of \$168,000, which is a huge part of our partnership with the Piedmont Health District. We also received \$150,000 — our most substantial grant from the Department of Public Rails and Transportation to date — for our non-emergency transportation program. This grant covers the cost for many of our riders.

We are so thankful to the seven counties we serve for their strong support of our programs and agency. It is a partnership that allows us to provide more care and services to the aging population in our communities. With county support, PSR has been able to do so much more for area citizens. So many thanks to all involved!



Justine A. Young | CEO



"We are a small area agency on aging, but through our remarkable and progressive staff as well as a supportive board, we have been able to have an impact at the national level."

— Justine A. Young | CEO

LETTER FROM THE BOARD

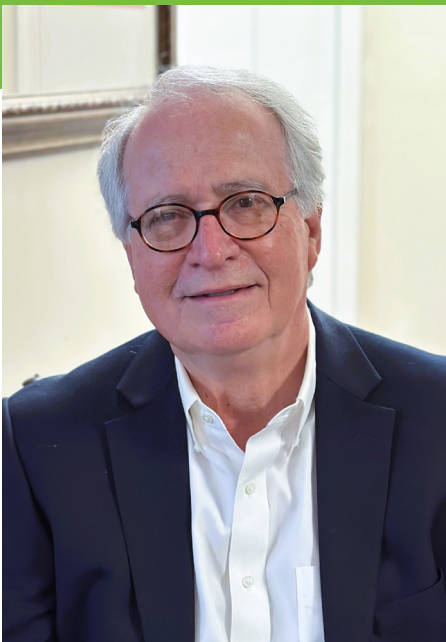
GREG WOLFREY

Piedmont Senior Resources (PSR) is a premier agency providing services to seniors 60 and over in the Piedmont Health District. Over the past several years, the coronavirus pandemic has had a huge impact on aging adults and on PSR. As we experience a return to normalcy and social interaction, we look forward to continuing to provide supportive programs for aging adults.

I hope that all citizens age 60+ who require services will contact PSR for assistance. We are governed by state and federal regulations that determine our program policies; however, within those guidelines, PSR will do everything possible to serve our citizens.

In closing, I want to thank area businesses, county governments, charitable organizations, volunteers and donors for helping us meet our goals. I especially want to recognize the board, advisory council and employees who are the face of PSR for their dedicated service to our clients.

— Greg Wolfrey, Chairman of the Board



2023 PSR Board of Directors

Greg Wolfrey, Chairman
Jessica Ownby, Vice Chairman
Patricia Berkeley, Secretary
Jon Van Cleave, Treasurer
Rebecca Carter
Mike Champion
Mike Hankins
Dexter Jones
Odessa Pride
Girish Purohit
John Roark
Arlene Robertson
Todd Robinson
Robert Saunders
Robert Shook

2023 PSR Advisory Council

Stephanie Coleman, Chairman
Eugene Bennett, Vice Chairman
Sari Goff, Secretary
Jill Ahmad
Kimberley Allen
Ginger Downes
Jennifer Hayes
Lillian Johnson
Donna McRae-Jones
Dorothy Newcomb
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



From Interns to Employees

For the past two years, we have proudly hosted university students for semester-long internships as they pursue social work degrees. PSR's Care Coordinator and Options Counselor Laura Gaston serves as supervisor for interns to learn and practice the responsibilities involved in case management for seniors. Gaston ensures that interns learn PSR guidelines, follow the social work code of ethics and complete daily objectives. To date, PSR has hired two interns for full-time positions.

FOCUS STORY

AGENCY GROWTH IN 2023

Clients Served

3,842

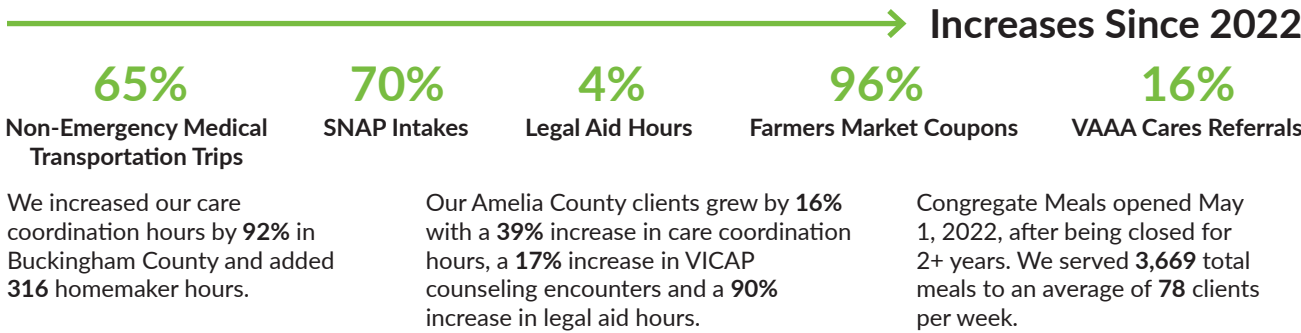
New Opportunities

Awarded **\$168K** USAging grant for local vaccination efforts.



Receiving one-time funds has allowed us to make much-needed repairs for our senior community members – from fixing leaky roofs and replacing worn-out flooring to installing handrails and enhancing accessibility features. These repairs have had a significant impact on the quality of life for our seniors. This injection of resources not only ensured the physical well-being of our seniors but also provided a sense of security and dignity for their golden years."

– Renata Bruszewska Sharnick | Director of Programs



We Are Proud

State Accolades



the Virginia Coalition for the Prevention of Elder Abuse.



with a \$700,000 budget amendment for Section 5310 funding for the enhanced mobility of seniors.

Director of Nutrition and Transportation Jordan Miles moderates a **peer-to-peer network for nutrition directors across Virginia** and chairs the state's nutrition director meetings.

National Accolades



2021 USAging Innovation Award: Medical Transportation
2022 USAging Innovation Award: Technology
2023 USAging Innovation Award: Volunteer Wellness Check-in Call Program



Individuals with Disabilities" federal funding program at the 2022 USAging Answers of Aging Conference.

PSR was awarded an \$8,000 **Meals on Wheels Loves Pets Regional Cohort Grant**. Nutrition Program Coordinator and head of the PSR Pet Love Program Nikki Dean also received the **Cohort Leader Award**, granting an additional \$1,500.

15+ Organizations

National, local and statewide with representation from our team, including South Central Virginia Nonprofit Network (SCVNN), Meals on Wheels America (MOWA), Virginia Association of Area Agencies on Aging (V4A), USAging and Southeastern Association for Area Agencies on Aging (SE4A).



Intern Partnerships

Longwood University
University of Lynchburg
Liberty University

PSR PROGRAMS & SERVICES

NEW PROGRAMS & PARTNERSHIPS

PROGRAMS & PARTNERSHIPS TO HELP OLDER ADULTS & 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

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)

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)

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.

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.

Volunteers

PSR currently has 11 volunteer check-in callers and two office volunteers. One office volunteer helps with the Pet Program. The other helps conduct HDM and NEMT satisfaction surveys.

New - Nutrition

Moderates a peer-to-peer network for nutrition directors across the state.

New - Health & Wellness USAging Covid

Hosts local vaccination clinics.

New - Feedmore Partnership

Supports pet food program.

New - Local Lowes Partnership

Supports pet food program.

New - SPCA Partnership

Supplies pet food and pays \$100 for PSR clients' pets to be spayed/neutered.

New - Piedmont Alliance for the Prevention of Substance Abuse Coalition (PAPSA)

PSR PROGRAM HIGHLIGHTS

SUPPORT FOR OLDER ADULTS & CAREGIVERS

Farmers Market Nutrition Program Provides Seniors with Local Produce

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. This year, PSR distributed 600 booklets to older adults, allowing them to collectively purchase up to \$30,000 of fresh fruits and vegetables! We are proud to note that we have doubled the number of booklets distributed in the last five years.

In addition to providing seniors 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 700 or more booklets in 2024!



I have been employed with PSR since 2017 and have enjoyed every moment! From delivering meals to serving as site coordinator to my current position as transportation assistant, it has been a joy and a rewarding experience to assist and serve the seniors in our area. I am grateful for the opportunity to make a difference by helping our wonderful clients remain in their homes as long as possible."

– Mary Irving | Transportation Assistant

Pet Love Program Ensures that Seniors' Furry Friends Aren't Forgotten

In December of 2022, PSR added "Santa for Pets" as part of PSR's annual Subaru Share the Love event, Santa for Seniors. PSR and volunteers filled more than 20 bags with pet treats and toys and delivered them to older adults receiving services from the Pet Love Program. With the growth of the program, PSR plans to continue this tradition and aims to deliver more than 40 bags in 2023.

With support from grants, fundraising and community partners, the PSR Pet Love Program helps supply pet food, pet supplies, veterinary care and more to pets of qualified older adults age 60 and above.



PSR PROGRAM HIGHLIGHTS

LOCAL & NATIONAL SUPPORT

On the Road to Better Health: NEMT Program Expands

With support from Centra PACE and the Virginia Department of Rail and Public Transportation (DRPT), PSR has worked to expand its non-emergency medical transportation (NEMT) program to provide essential medical transportation for older adults in our rural region.

In June 2023, PSR was awarded its sixth year of funding by the Virginia DRPT, which recommended the Commonwealth Transportation Board provide \$150,000 in access/voucher dollars for PSR’s NEMT program. These vouchers support PSR’s work in transporting seniors to specialists across Virginia, including Richmond, Charlottesville, Lynchburg, South Hill and Petersburg. In August 2023, we added a fourth medical van to our NEMT fleet to better serve clients.

With the goals of reducing missed appointments and improving health outcomes for older adults, the growth of our NEMT program helps improve equitable access to healthcare and promotes older adults’ independence.



“

Piedmont Senior Resources has helped Centra PACE out tremendously through our partnership with transportation and dietary services. We have been able to improve the quality of care of many underserved seniors within the community by being able to provide transportation to appointments and meals to those who do not have the means to get to the grocery store or the income to afford groceries for meals. We greatly appreciate and enjoy our partnership with Piedmont Senior Resources and look forward to all the great things we will be able to do in the future through this partnership!”

Ashley Agee | Transport Supervisor | Centra PACE

Straight Out of the Garden: Home Delivered Meal Program Helps Clients Improve Health

Sixty-seven year old Kenneth Black has a new lease on life — quite literally.

On July 29, 2022, Black underwent a successful heart transplant, but that didn’t mean he was patched up and back to normal health.

“When I came out the hospital, I was [down to] 145 [pounds]...I got down to skin and bones,” he said.

That’s when he was referred to PSR’s home delivered meal program.

“They [are] a balanced meal. I got my weight back after I got out of the hospital,” Black remarked on the quality of PSR’s frozen meals delivered once a week to older homebound adults. “The greens tasted like they were just picked out the garden!”

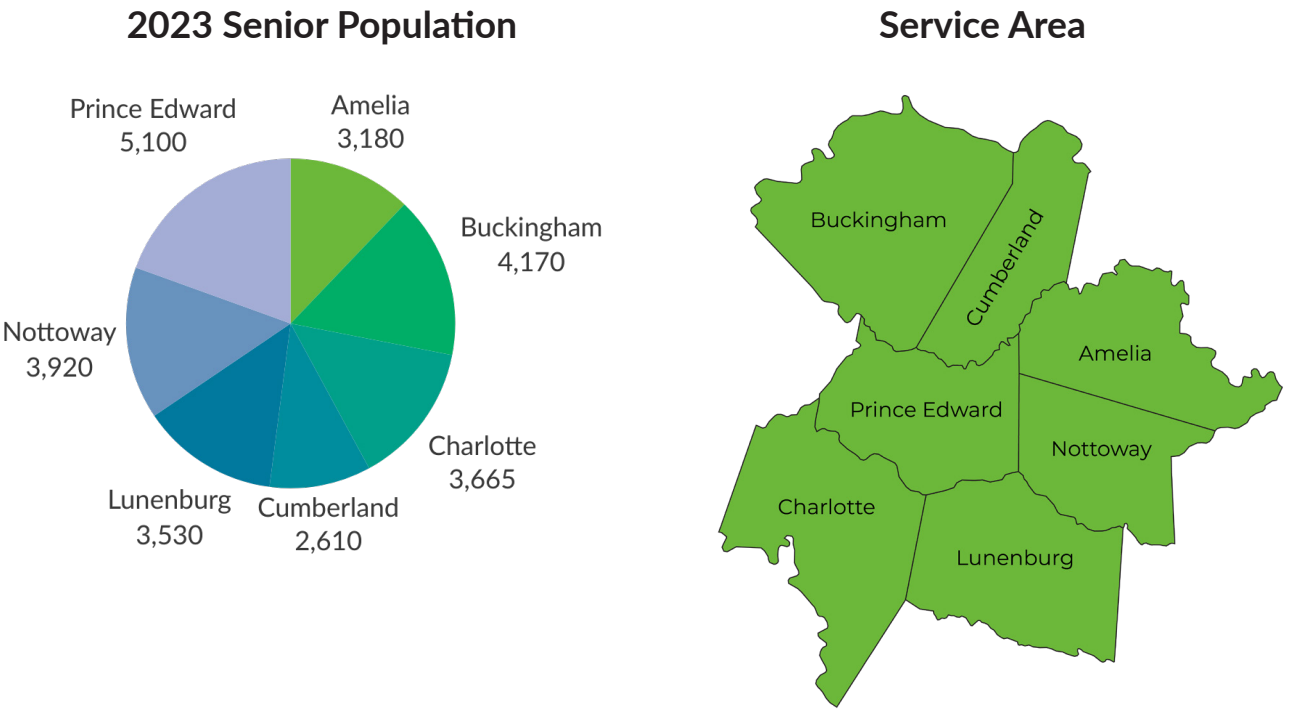
“Canned vegetables taste different,” he added. “Straight out the garden tastes a whole lot better. You can tell the difference in the canned food and the dinners y’all had.”

His favorite meals are “the fish, the meatloaf, and I think it was the baked chicken.”

Not only did the meals help his weight but he also gained back his strength. He’s back to what he happily calls his 185-pound mark.

BY THE NUMBERS

LOCAL SENIOR POPULATION



FACTS ABOUT AGING

- ### Virginia

 - 29.9% of 65+ Virginians live alone
 - 26.6% of the total population in our service area is 60+
 - 9.5% of the 65+ population in our service area do not have a vehicle
 - 39% of the 65+ population in our service area have a disability

National

 - 10 million older adults are threatened by or experience hunger
 - 29% of American older adults 60+ have a disability
 - 1 in 4 Americans is 60+ with 12,000 more turning 60 every day
 - 24% of Americans 60+ live alone

My time at PSR has shown me the extreme need for resources amongst the older adults in our community. If I find something that's going to make our older adults happy, I'll do my best to make it happen.”

Nikki Dean | Nutrition Program Coordinator

BY THE NUMBERS

OUR IMPACT



76,230
Home-Delivered
Meals Served

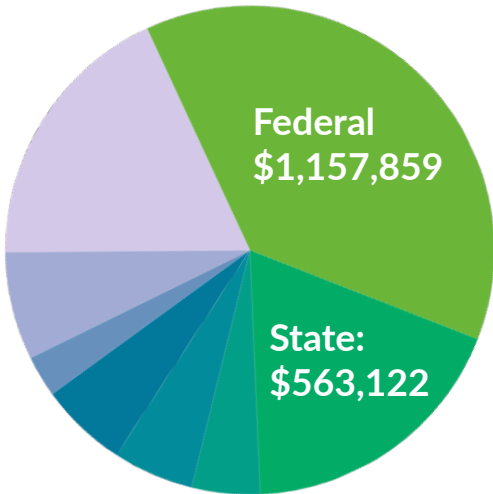
Care Service Statistics

- In-Home Care Hours: 14,950
- Well-Being Calls: 556
volunteer hours making these calls
- Gift Bags and Care Packages: 500+
- Successful Medical Trips: 769
- NEMT Miles: 78,785



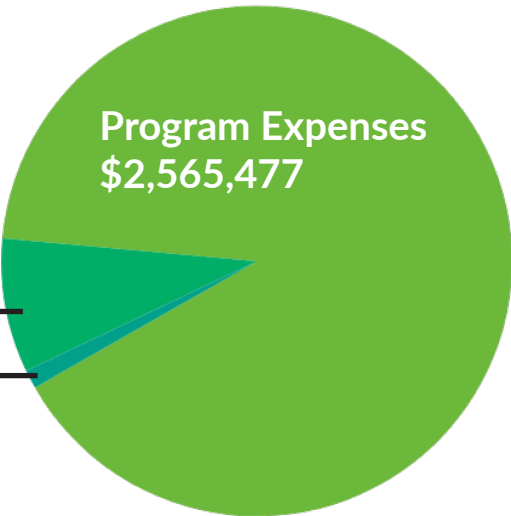
REVENUE TOTAL \$3,059,490

ARP: \$557,097
Other Programs: \$218,457
Participant Income: \$84,008
In-Kind Contributions: \$177,203
Contributions: \$163,884
Counties: \$137,861



TOTAL EXPENSES \$2,840,161

General Expenses: \$241,414
Fundraising Expenses: \$33,270



FUNDRAISING & SUPPORT

HOW CAN YOU HELP?

Third Annual Duck Derby A Quacking Success!

PSR's third annual Great Farmville Duck Derby made waves in local fundraising efforts on September 16, 2023! Not only did it kick off a fantastic Heart of Virginia Festival with the Farmville Jaycees at Riverside Park, but it also raised \$14,335 to support community programming for seniors in our seven-county region. This money will go toward services such as meal delivery, non-emergency medical transportation and wellness programs, all tailored to the unique needs of local seniors.



The Duck Derby is about coming together as a community in support of our seniors. All funds raised are funneled directly into programs that ensure older adults in our seven-county region are cared for, protected and can continue to thrive as they live independently. When you support the derby, you're not just backing a duck in a race, you're championing the quality of life for local seniors."

Jamie Anderson | Direct Care Coordinator



PSR Shared the Love with Santa for Seniors

As part of The 2022 Subaru Share The Love Event, Santa for Seniors, PSR packed 650 bags of cleaning supplies, soap, shampoo, towels, dishcloths, nonperishable food items, hygienic supplies, paper products, clothing and Christmas cards! Local schools donated more than 300 handmade Christmas cards, and our community donated thousands of dollars along with the donation from our title sponsor, Letterpress Communications.



Santa and Friends Pay a Visit to PSR!

Santa Claus visited PSR on Saturday, December 17, along with The Grinch and Santa's Elves! Part of The 2022 Subaru Share The Love Event, the visit from Santa and friends included hot chocolate, letter writing to the North Pole and photos with our guests. All proceeds from the event funded our Santa for Seniors program to deliver gifts to homebound older adults.



Piedmont Senior Resources
Area Agency on Aging, Inc.

Piedmont Senior Resources

Contact Information
www.psraaa.org
psr@psraaa.org

1413 South Main Street
Farmville, VA 23901

Call: 434-767-5588
Call: 800-995-6918
Fax: 434-767-2529

Organizations PSR is a member of:



advocacy | action | answers on aging



For many seniors, the maze of Medicare can seem daunting, filled with choices that impact their healthcare and well-being. I truly enjoy helping them navigate Medicare plans by 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 | VICAP/Care Coordinator