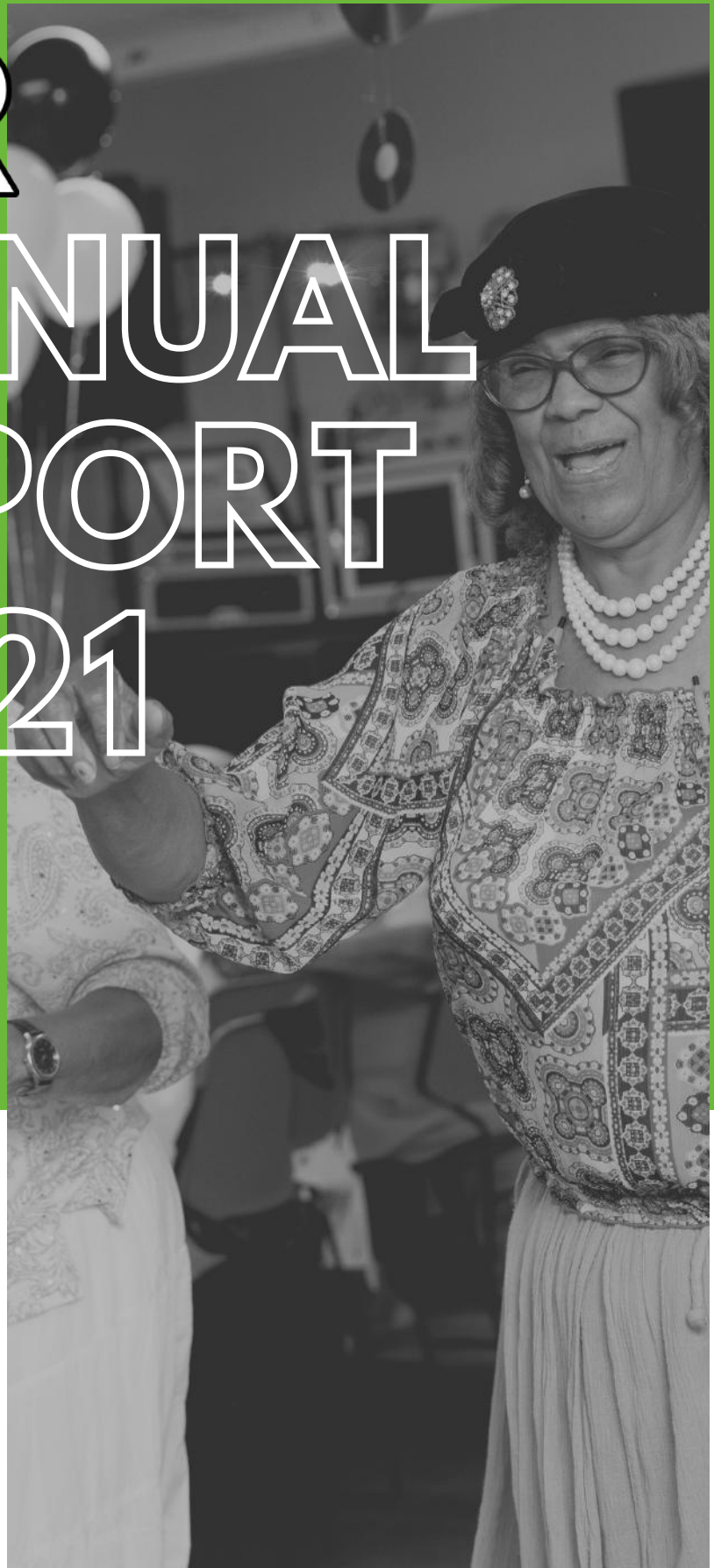


“Never doubt that a small group of thoughtful, committed people can change the world. Indeed. It is the only thing that ever has.” – Margaret Mead

PSR ANNUAL REPORT 2021

Piedmont Senior Resources

Advocating, advancing and
achieving independence for
the aging community



LETTER FROM THE CEO

JUSTINE YOUNG

At Piedmont Senior Resources (PSR), we have so much to be thankful for this year! We have weathered the storm of COVID-19 for two years. We have seen a huge increase in demand for our services. All of our programs have increased in size. Additionally, we have been able to expand our physical space due to support from our donors and local county governments.

For the four years that PSR has been in Farmville, we have seen consistent growth. We were thrilled when the opportunity arose to use a large, affordable space in the back of our shopping center. We now have an additional 2,000 square feet that will house our nutrition program, provide storage and serve as a packing space for our Santa for Seniors event. In the past we have been in the unfortunate position of having to turn away durable medical supplies due to lack of storage space. Now we can say yes every time!



The global pandemic has been particularly hard on the elderly, who are at greatest risk and remain the most isolated. Due to COVID-19, PSR received additional federal funding support. This temporary increase has allowed us to make programmatic changes, improve services, update our technology and provide outreach via senior-style iPads. We adapted to our changing environment by using technology to support elderly clients and keep them from feeling isolated.

In a society that often overlooks the elderly, we have been fortunate to have supporters, sponsors and local governments who understand the issues of poverty and isolation in this segment of our population. PSR hopes to continue to lead in advocating, advancing and achieving independence for the aging community by promoting care and concern for the elderly. One day each of us may need a helping hand. PSR hopes to fill this role for many years to come.

Justine

LETTER FROM THE BOARD

2021 has been a year of exceptional growth for PSR. Funding for our programs grew about 20% over 2020 and 33% over 2019. When the COVID-19 pandemic hit in 2020, our supporting agencies, counties, corporations and donors saw how essential PSR is for the community and increased their support accordingly. The PSR staff has done an amazing job of using these resources to meet the needs of the seven counties we serve. Last year our number of clients grew by over 40%, according to National Aging Program Information System reports, with significant growth in each county. While some programs, such as congregate meals, have slowed down or been discontinued, others have seen considerable growth — non-emergency medical trips increased by over 40%.



As a PSR board member, I am very proud of what we have contributed to our community. As a volunteer, non-emergency transportation driver, I see and feel the impact we have on those in need. I am especially proud of driving busloads of clients to get their COVID-19 vaccines. Thanks to our generous supporters, dedicated board members, Justine’s passionate management team, and our hardworking staff, employees and volunteers, PSR is well-positioned to continue to meet the ever-growing needs of our community.

With appreciation,

Jon Van Cleave | PSR Volunteer and Board Member (Treasurer)

2021 PSR Board of Directors

Patricia Berkeley
Mike Champion
LeAnne Emert (Chairman)
Donna Fore
Frank Harris
Mike Hankins
Carter Harrison
Don Matthews
Jessica Ownby (Secretary)
Odessa Pride
Girish Purohit
John Roark

Arlene Robertson
Robert Saunders
Roger Scott (Vice Chairman)
Jon Van Cleave (Treasurer)
Greg Wolfrey

PSR Directors

Thomas Jordan Miles III,
Nutrition and Transportation
Director
Renata Bruszezwska Sharnick,
Director of Programs
Marian Rogers, Finance Director

2021 PSR Advisory Council

Kim Allen
Eugene Bennett
Stephanie Coleman (Chairman)
Ginger Downs
Sari Goff
Lillian Johnson
Donna McCrae Jones
Dorothy Newcomb
Sue Robinson (Secretary)
Jerry Seal (Vice Chairman)
Jessie Woodson Johnson

MEET THE TEAM

Our Leadership



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



Marian Rogers, BA,
Director of Finance



**Renata Bruszezka
Sharnick, BBA, MHA,**
Director of Programs



Jordan Miles, BA,
Director of Nutrition &
Transportation

Our Team



Renata's Home Care Team



Jamie and April



Jordan and Brandon



Jordan's Nutrition Team

FOCUS STORY

— STABILITY AFTER YEARS OF STRUGGLE: HOW TO HELP THE HOMELESS

Homeless person. When you hear this phrase, what comes to mind? Would it surprise you to discover that a homeless person was once a successful business person who lost everything during the pandemic? Or had a life-changing accident?

Recently 84-year-old veteran Don lost everything due to a series of unforeseen circumstances. His life turned upside down, Don found himself homeless. Without family, he bounced between hotels, boarding houses and rentals. Housing insecurity and an unexpected hospital stay wiped out his financial reserves.

Without a community program to address homelessness, people like Don are stuck trying to find help by themselves. In Don's case, a Piedmont Senior Resources volunteer contacted the Bread Box Food Pantry and CARE program for assistance. Through the generosity of the local Salvation Army, South Hill Presbyterian Church and Bread Box, Don was provided housing until an affordable apartment could be located and secured. With prayer, patience and perseverance, Don found stability after years of struggle. The coordinated efforts of eight different groups across three counties led to this success.

However, there are many "Dons" who need help. Finding and securing affordable housing, livable wages, transportation, childcare, flexible education and financial aid are pieces of a complex puzzle, requiring a community's support.

How can you help? Donate or volunteer with community churches or community groups like the Salvation Army, Rotary or Bread Box CARE program. Become a "navigator" and walk others through the painstaking process of applying for IDs, proof of income statements and other necessary documents.

Today Don is a happy man who is thankful to all those who volunteered their time and energy. Wouldn't it be great if this became the norm instead of the news?



PSR PROGRAMS



This job has given me so many opportunities to work with older adults on different levels. From helping them navigate Medicare plans to helping them enroll in the Supplemental Nutrition Assistance Program (SNAP), I feel truly appreciated. I know that what I have contributed to the community is making a huge impact in so many lives. – April Ross

Piedmont Senior Resources has 20 programs and services that help older adults and caregivers.

At-Home Services

- In-Home Services (aides to assist homebound seniors)
- Chore/Home Repairs
- Care Coordination Program
- Senior Santa Project (fundraising event and grant combined that provides a Christmas bag filled with necessities to homebound citizens)
- Non-Emergency Medical Transportation
- Repair and Renovation

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
- VAAA Cares (coordinated, transitional care for Medicare or Medicaid members)
- Communication, Referral, Information and Assistance
- Long-Term 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)



To me, PSR means a safety net to meet the needs of older adults that so many agencies and organizations are unable to meet. It is a net that is woven strongly, mainly because of the work ethic of our team and the support we have from the community.

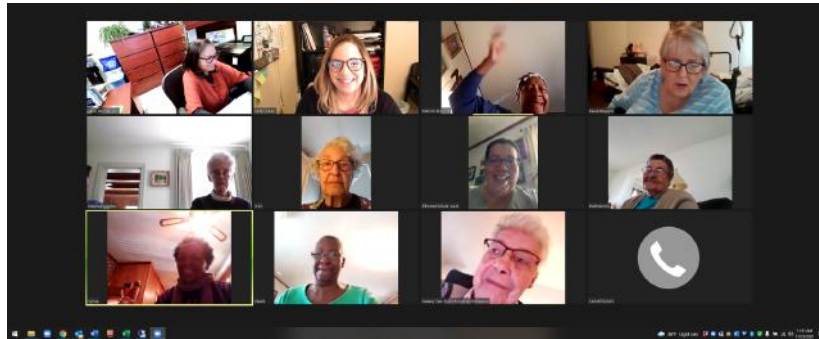
– Jordan Miles



PSR PROGRAMS

Program Highlight: Technology

The pandemic has highlighted our need for greater technology. Older adults in Southside Virginia must adjust to a sudden increase in social isolation. With the adoption of virtual programming came the need for devices to help our clients connect



with their peers online. COVID-19 funding allowed us to purchase five tablets for a pilot program with clients who had varying levels of technological knowledge. After a somewhat rocky start, the older adults became familiar with the program, and their participation grew. It was beautiful to see their smiling faces online and to hear them say, “It’s been forever since I’ve seen you!” After a successful pilot, we extended our program to include an additional 20 tablets. In 2022 we will distribute tablets to clients interested in congregate-style programming, expanding to include activities such as crafting, exercise, luncheons, educational guest speakers, nutrition counseling and more.



Program Highlight: Home-Delivered Meals and Feed More Partnership

Feed More, the organization that prepares our home-delivered meals, collects, prepares and distributes food to neighbors in need throughout Central Virginia. With a service area that stretches across 34 counties and cities, Feed More’s comprehensive programs and network of nearly 300 agencies helps to ensure that our communities have access to healthy meals year round. Feed More is a proud member of Feeding America and Meals on Wheels America.

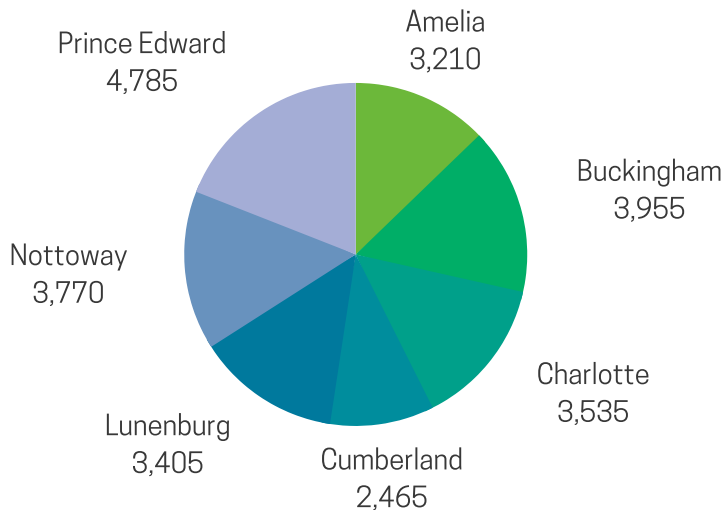


Program Highlight: Non-Emergency Medical Transportation

Even through COVID-19, hundreds of miles have been logged through numerous counties on our two non-emergency medical vans in our efforts to keep older adults safe and independent as they seek to take care of themselves. In 2021 we’ve added another vehicle and are working to add a third in 2022.

SENIOR POPULATION: BY THE NUMBERS

2021 Senior Population



Service Area



FACTS:

- **Six out of 10** seniors need help with personal care.
- Long-term care service use will **double by 2050**.
- Social isolation costs the nation **\$6.7 billion**:
 - Nearly one in two seniors feels lonely.
 - 26% more likely to face premature death.
 - two times more likely to have dementia.
 - 1.3 times more likely to visit the ER.
- Malnutrition costs **\$51 billion** in healthcare expenses:
 - 8.6 million seniors face food insecurity.
 - 65% more likely to be diabetic.
 - 57% more likely to have congestive heart failure.
 - 30% more likely to have physical limitations.

BY 2030:

- **One in five** Virginians will be over the age of 65.
- **83 million** people will have three or more chronic illnesses.
- Chronic disease cost will have totaled **\$46 trillion** since 2016.

Addressing social determinants of health can save roughly

\$1.7 TRILLION.

FOCUS STORY

RESPONDING TO GROWING NEEDS

48% increase in clients in 2021

As seniors continue to be isolated due to COVID-19, the need for assistance grows. In 2021 PSR continued to respond to COVID-19 and the ever-growing demand for reliable and consistent nutrition, care and well-being.

Continuing Our COVID-19 Work

In 2020 PSR, STEPS Inc. and the Crossroads Community Services Board, with Letterpress Communications as a major player, established and founded the South Central Virginia Nonprofit Network (SCVNN), a one-of-a-kind coalition to help connect people with resources. In 2021 the network continued its pandemic-related work, distributing masks, sanitizer and vaccination information. SCVNN facilitated publicity and shared information about the vaccine for all populations, including seniors. The work of this group, led by Jordan Miles, has assisted in getting hundreds to local vaccination clinics.

Rising to the Occasion

Our aging population continues to climb, challenging PSR to provide quality services to the increasing number of seniors. PSR received a \$50K grant from the National Council on Aging's Center for Benefits Access to support screening seniors 60 and older for Supplemental Nutrition Assistance Program (SNAP) enrollment. This grant will assist in closing the hunger gap, enhancing access to SNAP benefits for seniors in the seven rural counties we serve and giving them access to healthier foods. It allows PSR to expand services to current clients and to support new clients, significantly impacting hundreds of seniors in our communities.

67,299

Miles traveled for Home-Delivered Meals

52,693

Miles traveled for Non-Emergency Medical Transportation

178,330

Pounds of food delivered



I love working for PSR because the mission and vision align with my principles. I love to help older adults who are less privileged and need our support. Through our services we are able to provide basic but crucial necessities, such as repair and maintenance of furnaces, water heaters, small plumbing, appliances, etc. Everything we provide is critical for daily life and would not be affordable or available to these senior citizens otherwise.

– Renata Bruszezwska Sharnick, MHA, Director of Programs ”



PSR IMPACT: BY THE NUMBERS



88,297

**Home-Delivered
Meals served**



Food distributed:

- Feed More boxes: 2,232 (100,440 lbs.)
- Shelf-stable boxes: 735 (4,410 lbs.)
- Produce boxes: 3,340 (73,480 lbs.)
- Hot meals: 7,453

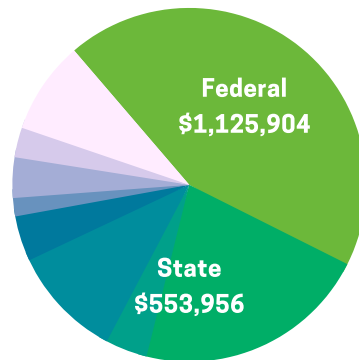


Care Services

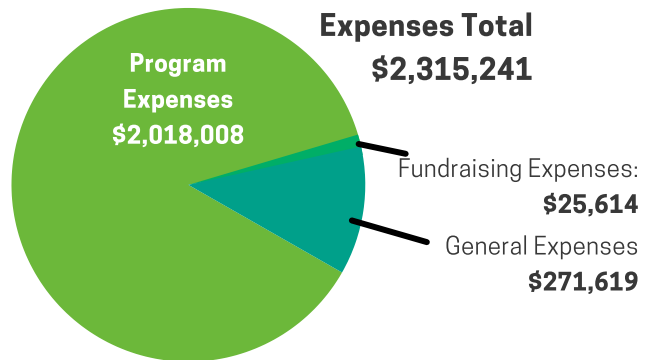
- In-home care hours: 18,472
- Well-being calls: 3,192
- Care packages: 782
- Successful medical trips: 492

Revenue Total \$2,577,926

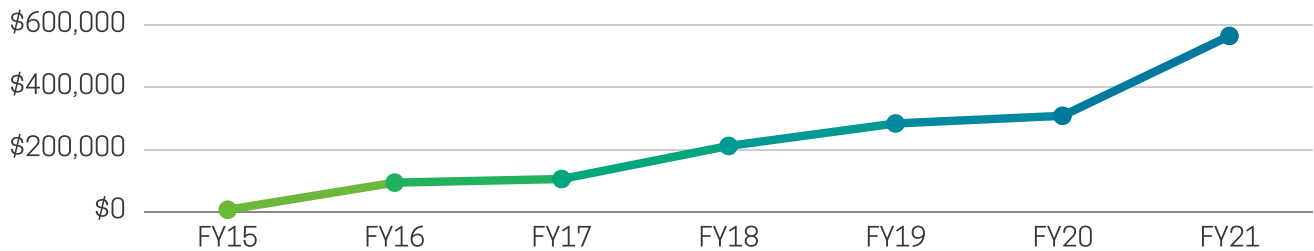
CARES Act: **\$219,007**
 Families First Grant: **\$70,260**
 Other Programs: **\$95,274**
 Participant Income: **\$43,057**
 In-Kind Contributions: **\$106,925**
 Contributions: **\$264,848**
 Counties: **\$98,659**



Expenses Total \$2,315,241



Fundraising & Grants



County	2020 Funding	2021 Funding	2021 Clients	2021 Services
Amelia	\$13,350	\$14,815	173	\$104,931
Buckingham	\$15,760	\$15,760	262	\$123,901
Charlotte	\$14,185	\$14,185	260	\$241,498
Cumberland	\$5,000	\$10,822	185	\$162,483
Lunenburg	\$6,000	\$8,000	266	\$186,192
Nottoway	\$7,500	\$17,857	420	\$430,398
Prince Edward	\$12,256	\$17,256	896	\$488,912

HOW TO SUPPORT PSR

As the number of people over age 60 continues to grow, so does the need for services that support seniors. We need your help to ensure that services are available when seniors need them the most. Donations can be made at 1413 South Main Street, Farmville, VA 23901, or on our website at www.psraaa.org.



Duck Derby: PSR was afforded a great opportunity to take over the Duck Derby after the United Way of Farmville closed. We hit the ground running on June 12, 2021, and — with a lot of help from dedicated PSR staff members and volunteers — the Duck Derby turned out to be our biggest fundraiser of the year. With public support and sponsorships, we were able to raise over \$26,500! The derby was conducted on September 17, 2021, at the Appomattox River. The finish line was at Riverside Park’s boat landing.

PSR’s ‘Share the Love’ Nets More Than \$9,700 for Seniors

For the fifth time, Piedmont Senior Resources earned substantial grant money during Subaru’s 2020 Share the Love event. PSR’s successful Santa for Seniors project secured more than \$9,700.

Alongside lead sponsor Navona Hart of RealLiving Cornerstone, volunteers stuffed more than 600 baskets with hams donated by Feed More Inc., toiletries, cleaning supplies, canned goods, quilts handcrafted by a local group and more.

Having raised over \$200 million for national and hometown charities in the last 13 years, the Share the Love event is on track to bring that total to over \$225 million this year, proving there’s no limit to the amount of love we can share.

Through the event, Meals on Wheels has delivered more than 2.5 million meals to America’s seniors, providing leadership to community-based programs dedicated to fighting hunger and isolation among homebound seniors.





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:



The need for services for seniors in our seven-county network has been heightened throughout the pandemic. It has been an honor for PSR to provide vital support to seniors and to be an essential resource. I am thankful for and proud of the dedication shown by our PSR leadership team and staff.

- LeAnne Emert (Chairman of the Board)

