

Partners and Shareholders

(Partial Listing)

- ◆ A Grace Place
- ◆ AARP Virginia
- ◆ Alzheimer's Association, Greater Richmond Chapter
- ◆ American Red Cross
- ◆ Bay Aging and Bay Transit
- ◆ Better Housing Coalition
- ◆ Bon Secours Health System, Richmond
- ◆ Capital Area Partnership Uplifting People (CAPUP)
- ◆ Capital Area Workforce Partnership (RESOURCE)
- ◆ Charles City County
- ◆ Chesterfield County
- ◆ City of Richmond
- ◆ Corporation for National and Community Service
- ◆ Crater District Area Agency on Aging
- ◆ Dominion Place
- ◆ Dominion Virginia Power
- ◆ Faith Community
- ◆ Genworth Financial
- ◆ Gerontology Department and School of Social Work at Virginia Commonwealth University
- ◆ Goochland County
- ◆ Greater Richmond Transit Company (GRTC)
- ◆ Hanover County
- ◆ Henrico County

- ◆ Hospital Corporation of America
- ◆ Luck Stone Corporation
- ◆ Lucy Corr Village
- ◆ Meals On Wheels/FeedMore, Inc.
- ◆ New Kent County
- ◆ Owens & Minor
- ◆ Partnership for Downpayment Assistance
- ◆ Powhatan County
- ◆ project:HOMES
- ◆ Resources for Independent Living
- ◆ Richmond Chapter, National Caucus & Center on Black Aged, Inc. (NCBA)
- ◆ Richmond Memorial Health Foundation
- ◆ Richmond Redevelopment and Housing Authority
- ◆ Riverside PACE
- ◆ SeniorNavigator
- ◆ The Community Foundation
- ◆ United Way of Greater Richmond & Petersburg
- ◆ Urban League of Greater Richmond
- ◆ Virginia Commonwealth University Health System
- ◆ Virginia Association of Area Agencies on Aging
- ◆ Virginia Center on Aging at VCU
- ◆ Virginia Department for Aging and Rehabilitative Services (DARS)

Core Values

- Approachable
- Dependable
- Inclusive
- Knowledgeable and Competent
- Respectful, Empathic and Compassionate
- Collaborative
- Diverse
- Innovative
- Private and Confidential
- Trustworthy

Senior Connections
The Capital Area Agency on Aging
The Resource for Aging Well

Vision

"Seniors with improved quality of life."

Mission

"Empowering seniors to live with dignity and choice."

**FY 2012
Annual
Report**

Senior Connections, The Capital Area Agency on Aging
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 FOLLOW US on Twitter

Dear Supporters,

Thank you for another successful two years at Senior Connections. We are pleased to have so many success stories to share with all of our friends, supporters and community partners. We also have a lot of exciting things to look forward to as we move forward into our 40th year of service to the Greater Richmond community.

In the past two years, in partnership with our Board of Directors, Advisory Board and other key Stakeholders, we diligently created a Strategic Plan to carry Senior Connections through 2017. The collaboration we experienced will only enhance the services and products we provide to the community. It will also allow us to better examine what we are currently doing and use that to build long term sustainability, growth and continued improvement in the lives of seniors, persons living with disabilities and caregivers.

With your support, our Money Management Pro-

Goals

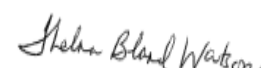
- ❑ To serve as a one-stop community resource organization for those seeking assistance with planning for and making decisions later in life.
- ❑ To assist older adults to maintain their independence in their homes and communities with support to prevent or delay more costly services such as assisted living, nursing home care and repeat hospital visits.
- ❑ To serve as a regional coordinating organization for home and community based programs that meet a range of needs.
- ❑ To serve as a community resource for seniors, people with disabilities and caregivers.
- ❑ To promote volunteer opportunities for all ages.

gram and our Senior Law Day have been recognized as model programs and received multiple awards and recognitions at a state and national level. Senior Connections has received critical financial support from major grantors. Our Public Guardian Program has seen continued support from The Dominion Foundation and the Richmond Memorial Health Foundation, while Genworth has been a generous and steady supporter of our Respite and Transportation programs, which promote community living. We also appreciate the ongoing support from GRTC in supporting our Mobility Management Program. All of these programs allow seniors to maintain independence and age in place, creating longer and happier lives.

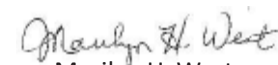
We have also joined with the United Way of Greater Richmond & Petersburg and other partners to prepare the Age Wave Readiness Plan for our Region. We are now moving into the implementation phase with additional partners including the Department of Gerontology at VCU and the Richmond Regional Planning District Commission.

Senior Connections is proud to confirm that we have seen increases in financial support, clients served and community partnerships. This Annual Report highlights all of those accomplishments and partnerships. It is our pleasure to share with you the stories that you, as our supporter, have made possible. We also want to thank you for your tireless dedication to the support of aging services and caregivers in our Region. We have served more than 3500 individuals with direct services in the past 24 months and touched the lives of more than 22,000. You made that possible, thank you.

Warmly,


Thelma Bland-Watson
Executive Director


Willis A. Funn
Chair, Board of Directors


Marilyn H. West
Chair, Advisory Council



Thelma Bland Watson, Ph.D., Gerontologist
Executive Director/CEO
Senior Connections

Thank you to our community seniors for the opportunity to provide program options during the past forty years. As we reflect on the past two years, it is a good time to look ahead to the future and begin planning for the next four decades.

1973 - 2013
Celebrating 40 Years
Of Service To Seniors!

The future is full of amazing challenges and opportunities. In the Richmond Region, like the rest of the Country, we will experience significant growth in our older population between now and 2030. For the past three years, in collaboration with the United Way of Greater Richmond & Petersburg and other community partners, we have developed the first Regional Age Wave Readiness Plan.

Senior Connections is now partnering with the Department of Gerontology at Virginia Commonwealth University and other groups to implement this important Plan that is a Blueprint for the future. We will be creating opportunities for our localities to contribute to the Age Wave Leadership Group using the following guiding principles:

- ❖ Emphasizing the importance of today's issues and those of the future.
- ❖ Regarding older adults as resources to our communities.
- ❖ Focusing Age Wave efforts to benefit all ages.
- ❖ Building on our regional strengths.
- ❖ Learning from the Age Wave efforts of other communities.
- ❖ Understanding the Baby Boomer generation.
- ❖ Sharing ownership of the Age Wave Plan with diverse communities.



Ayn Welleford, Ph.D.
Gerontologist, Chair, Department of
Gerontology at VCU

We are delighted to join Senior Connections in looking to the future. The Department of Gerontology has managed a webinar series that has educated thousands of healthcare professionals across the country. In the Richmond Region, the Department of Gerontology has maintained community partnerships with Senior Connections, A Grace Place, Covenant Woods, United Way, and the Alzheimer's Association of Central Virginia; just to name a few. The innovation and engagement that the Department of Gerontology commits to its initiatives is evident in the numerous awards and grants it has received from both the university and community as well as the numerous commendations achieved by the faculty, staff and students; including the most recent Mary Creath Payne Award for Leadership and the Burnside-Watstein Award for Equity and Diversity.

We in the Department of Gerontology at Virginia Commonwealth University are excited about the prospect of supporting the operationalization of the amazing data and collaborative partnerships developed through the Age Wave Initiative and its subsequent Readiness Plan. Our partnership with the United Way of Greater Richmond and Senior Connections has provided an innovative alliance that will allow us to hit the ground running with a diverse cadre of knowledge, skills sets and relationships. The Age Wave Readiness plans supports our University's Quest for Distinction in addition to our own Departmental mission of "Improving Eldercare through Education." We are quite thankful to be involved in the process of crafting the message and identifying the messengers for this timely and important initiative.

Touching the Lives of Seniors Throughout Our Region

(Continued from Page 5)

straining under the tremendous responsibility of managing multiple diseases, including dementia, realized her finances had become stretched to the limit, she turned for help to our county-based Care Coordinator. In addition to making daily monitoring visits to the grandmother's home, our Care Coordinator also arranged for donated and Agency-provided services to supplement the Grandmother's nutritional needs and personal in-home care, and she secured a Personal Emergency Response Unit now being paid for by a local church (that also agreed to pay for her ongoing telephone service). Not only did the overwhelmed granddaughter find personal respite and a resourceful care partner to share the responsibilities of physical support, but she realized an immediate financial benefit as well.

Senior Connections is always accessible, maintaining locally-based Care Coordinators in each jurisdiction in addition to 19 strategically dispersed Friendship Cafés – welcoming places for seniors to get a daily and nutritious hot meal, meet new and old friends, explore, get involved, and to stay physically, mentally and socially active.



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Chairman
Board of Directors

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Program Coordinator, Hanover County
Department of Community Resources

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Retired Physician, Goochland County

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Former Procurement Manager,
Commonwealth of Virginia

Mary Devine

Advocate, Goochland County

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CEO, Henrico Doctors' Hospital

Duriechee Friend

Communications Director, Owens & Minor

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Powhatan County

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SVP, Business Strategy and Product
Development, Genworth Financial

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CEO, ElderHomes Corporation

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Reynolds Community College, Retired Middle
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Attorney At Law, General Practice

Sarah Snead

Deputy County Administrator for Human
Services, Chesterfield County



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Chair
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Charles Barker

(Volunteer, Advocate, Veterans Affairs)

David Blanset

*(Henrico County; VICAP: Virginia Insurance
Counseling and Assistance Volunteer)*

Nina Burrell, M.D.

(Advocate, Charles City County)

The Honorable Franklin P. Hall

(Chesterfield County; Elder Law Attorney)

Sheryl Herndon, Esquire

(Chesterfield County; Elder Law Attorney)

Robert E. Hurley, Ph.D

(Chesterfield County; VICAP Volunteer)

Linda LaRue

(City of Richmond; CareMore)

Sara Link

*(City of Richmond; United Way of
Greater Richmond & Petersburg)*

Ryan May

(Hanover County; CareMore)

Robert M. Miller

*(City of Richmond; Retired CEO,
Southeastern Institute of Research)*

Charelle Price

*(Hanover County;
Department of Social Services)*

Randy Schulkers

(Advocate, Powhatan County)

Michael S. Smith

(Hanover County; VICAP Volunteer)

Jackie Stewart

*(Richmond Regional Planning
District Commission)*

The Honorable Carson Tucker

(Powhatan County; Board of Supervisors)

Marilyn H. West (Chair)

(City of Richmond; M.H. West & Co., Inc.)

Joan B. Wood, Ph.D.

*(City of Richmond;
Retired Professor of Gerontology)*

Angelia Yancey

(City of Richmond; Department of Social Services)

Carol Young (First Vice Chair)

(Henrico County; Department of Social Services)

Greater Richmond Age Wave Plan

The Plan is a collaborative partnership managed by the United Way of Greater Richmond & Petersburg and Senior Connections. The endeavor is designed to help prepare the region for the aging of its residents and to promote and support the creation of *Age Wave Ready Communities* for people of all ages.

Results

May 24, 2012: Regional Age Wave Plan released and implementation started

Caregiver Support Services

Caregiver Support Services reduce caregiver depression, anxiety, and stress and enable them to provide care longer, thereby avoiding or delaying the need for costly institutional care. Services include providing information to caregivers about available services, assisting caregivers to gain access to the services and provision of individual counseling, caregiver training and respite care.

Results

2011: 217 caregivers served

2012: 201 caregivers served

Respite and In-Home Services

Respite and In-Home Services provide personal care, homemaker and adult day services with the ultimate goal of enabling the individual to remain in the home as independently as possible. Services are provided by community partner agencies.

Results

2011: 4,369 hours of personal care; 698 hours of homemaker services; 19,284 hours of adult day services provided.

2012: 5,406 hours of personal care; 899 hours of homemaker services; 16,185 hours of adult day services provided.

Program Highlights

HEALTH & WELLNESS *(Continued from Page 6)*

Mobility Management

The Ride Connection Program provides coordinated services for older adults, persons with disabilities, and low income persons and works with localities, providers, riders, civic groups and other agencies and organizations to build adequately funded, coordinated transportation services for the region.

Results

2011: 171 riders; 2,475 one-way trips

2012: 1,979 individuals assisted

- Directory of transportation providers compiled and published
- Grant received from DARS to support the Mechanicsville Churches Emergency Function (MCEF) Senior Rides Program
- "New Freedom" grant obtained from GRTC for support of the Mobility Management Program

ACCESS TO INFORMATION AND SERVICES

Aging and Disability Resource Connection (ADRC)

The ADRC serves as a highly visible and trusted source of information on the full range of long-term service and support options for people of all ages, abilities and income levels.

Results

2011: 1,614 individuals; 16,267 contacts

2012: 1,899 individuals; 16,196 contacts

Care Coordination

Care Coordination provides older individuals and their caregivers the information, resources and/or direct assistance needed to access services to help them maintain their independence.

Results

2011: 1,704 individuals assisted

2012: 1,979 individuals assisted

Virginia Insurance Counseling and Assistance Program (VICAP)

VICAP is a confidential health insurance counseling service for Medicare beneficiaries and/or caregivers of people with Medicare. Counselors provide information on Medicare and related insurance benefits through one-on-one counseling and also by group education.

Results

2011: 16 volunteers provided 2,255 hours of service; counselors made 3,547 individual contacts

2012: 18 volunteers provided 2,261 hours of service; counselors made 4,146 individual contacts

National Aging Network

Senior Connections, The Capital Area Agency on Aging is a member of a nationwide network of approximately 700 Area Agencies on Aging (AAAs) with 25 in Virginia. Senior Connections is the designated Area Agency on Aging for Planning District 15 of the Commonwealth of Virginia. Localities are the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan, and the City of Richmond.

Senior Connections is a private nonprofit 501(c)(3) organization established in 1973 and governed by a Board of Directors and receiving additional guidance from a diverse Advisory Council. The Agency provides direct services, information and referral, education and advocacy for older adults, caregivers and persons with disabilities. Special emphasis is placed on helping seniors who may be socially isolated and physically or economically at risk. The Agency assists anyone who needs information about available resources.

U.S. Administration on Aging (AoA)

655 National Area Agencies on Aging
(25 in the Commonwealth of Virginia)

57 State Units on Aging (SUA)
(In Virginia, the SUA is the Virginia Department for Aging and Rehabilitative Services - DARS)

Local Area Agencies on Aging (AAAs)
(Senior Connections, The Capital Area Agency on Aging)

Financial Review

Revenues and Expenditures FY 2011

REVENUE

Older Americans Act	\$3,837,144
State Funds	\$1,298,112
Other Federal Funds	\$306,975
Grants & Cash Donations	\$269,536
Local Government	\$181,658
Client Fees & Contributions	\$58,157
Other Income	\$34,451
Non-Cash Donations	\$198,520

TOTAL REVENUE: \$6,184,553

EXPENSES

Programs and Services	\$5,896,258
Management and Operating	\$203,234
Other Expenditures	\$7,426

TOTAL EXPENSES: \$6,106,918

Revenues and Expenditures FY 2012

REVENUE

Older Americans Act	\$3,399,475
State Funds	\$1,246,037
Other Federal Funds	\$458,165
Grants & Cash Donations	\$395,734
Local Government	\$125,049
Client Fees & Contributions	\$45,700
Other Income	\$33,912
Non-Cash Donations	\$123,406

TOTAL REVENUE: \$5,827,478

EXPENSES

Programs and Services	\$5,678,205
Management and Operating	\$196,084
Other Expenditures	\$8,903

TOTAL EXPENSES: \$5,883,192

Demographic Profile of Persons Over 60 Years of Age Residing in PSA 15	
Total number of Women	97,533
Total number of Non-whites	45,321
Total number of Hispanics	1,877
Total number of Native Americans	786
Total number over 60 with incomes below poverty	9,204
Total of Minorities over 60 with incomes below poverty	5,489
Total number of Persons over 60 residing in rural jurisdictions	1,758
Source: Virginia Employment Commission Projections for 2010	

The number of older adults in PSA 15 continues to increase. The number of persons age 85 and over is the fastest growing group. The population is also becoming more diverse. Workforce trends include the “brain drain” caused by retirement of Baby Boomers, older adults wanting flexible work options, issues related to employed caregivers and shortage of workers in the healthcare industry. The estimated number of older adults needing health care is projected to increase by one-third by the year 2020. The number of older patients with complex health needs will outpace the number of health care providers with the skills and knowledge to care for them.

Touching the Lives of Seniors Throughout Our Region

Senior Connections is the regional focal point for mobilizing our many regional partners to effectively address critical needs and issues. This occurred throughout the past year. We mobilized when a **CITY OF RICHMOND** senior’s roof fell in and, in a similar instance, when another senior and her daughter faced imminent homelessness due to severe water damage caused to their subsidized apartment. Vibrant ongoing collaborations with such partners as project:HOMES and city agencies made it possible to turn these situations, homelessness and personal despair, into positive outcomes for the seniors and their families.

Effective working relationships with key partner agencies are essential to our Agency’s mission and ongoing record of success. Our Care Coordinators maintain open lines of communication and get individually involved, hands-on, in every locality within our service region. This has direct and indirect benefits for senior residents and localities alike, including such engagements as co-sponsorship with the **HANOVER COUNTY’S** Council on Aging and the **POWHATAN COUNTY’S** Department of Social Services of senior health fairs, in-home visits for patient-centered assessments and coordinating the delivery of meals, arranging transportation for medical appointments or making visits to our Friendship Cafés. As happened in **HENRICO COUNTY** this year, staff helped seniors access available tax relief programs. In **CHARLES CITY, GOOCHLAND and NEW KENT COUNTIES**, nearly 100 senior residents received free wills, advance medical directives, powers of attorney and valuable advice regarding life planning, thanks to our nationally recognized **Senior Law Day Program**, which was hosted for the first time in 2012 in county locations. More than 60 Richmond residents also participated in Senior Law Day programs at Senior Connections in 2012.

Help for personal caregivers is a vital focus area for Senior Connections. For instance, when one **GOOCHLAND COUNTY** caregiver for her 84 year-old Grandmother found herself near the breaking point, already

(Continued on Page 9)

- Adult Day Care
- Aging and Disability Resource Connection
- Care Coordination
- Caregiver Support
- Communication, Referral, Information & Assistance
- Computer Resource Center
- Congregate Meals and Activities (Friendship Cafés)
- Disease Prevention/ Health Promotion
- Emergency Services (Critical Needs)
- Employment Assistance
- Home Delivered Meals (Meals on Wheels)
- Insurance Counseling (VICAP)
- Legal Assistance
- Long-Term Care Ombudsman
- Money Management for Bill Paying
- Options Counseling
- Personal Care, Homemaker and Respite Services
- Public Guardianship
- Public Information & Education
- Telebridges Telephone Support
- Transportation and Mobility Management
- Volunteer Opportunities

Program Highlights

HEALTH & WELLNESS

Meals

Friendship Cafés provide meals and activities in community centers, churches or other community locations.

Results

2011: 809 individuals; 43,227 meals
 2012: 790 individuals; 44,529 meals

Through a contract with Meals on Wheels (FeedMore), meals are provided to homebound individuals throughout the service area who are unable to prepare meals and have no one to prepare meals for them.

Results

2011: 821 individuals; 120,627 meals
 2012: 615 individuals; 93,409 meals

You Can! Live Well, Virginia!

A class to help older adults with chronic illnesses such as asthma, arthritis, diabetes and heart disease learn ways to manage their conditions and take charge of their lives.

Results

2011: 18 classes, 278 participants, 196 attended at least four sessions
 2012: 21 classes, 292 participants, 220 attended at least four sessions

(Continued on Page 7)