



OUR VISION

Seniors with improved quality of life.

OUR MISSION

Empowering seniors to live with dignity and choice.

OUR CORE VALUES

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

OUR PROGRAMS AND SERVICES

Adult Day Care
Aging and Disability Resource Connection
Care Coordination
Care Transitions
Caregiver Support
Communication, Referral, Information & Assistance
Computer Resource Center
Congregate Meals and Activities (Friendship Cafes)
Disease Prevention/Health Promotion
Emergency Services (Critical Needs)
Employment Assistance
Faith to Fate Advance Planning and Senior Law Days
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



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Ryan May (Humana)	



October 2012-September 2019
Strategic Plan

"Engaging our Communities
and Promoting Partnerships"



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



(804) 343-3000 Toll Free 1-800-989-2286 Fax (804) 649-2258

www.seniorconnections-va.org





INTRODUCTION


Senior Connections is the designated Area Agency on Aging for Planning District 15. The Planning District includes the City of Richmond and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan. We were established as the Capital Area Agency on Aging in 1973. Senior Connections is a private 501(c)(3) nonprofit organization that is governed by a Board of Directors and guided by an Advisory Council.

The Agency serves as the Region's Aging and Disability Resource Center. Together with our partner, Resources for Independent Living, we explore ways to maximize resources for adults with disabilities. As the designated Area Agency on Aging, we continue to develop and enhance comprehensive, coordinated home and community based services for older adults and caregivers. On behalf of seniors, adults with disabilities and caregivers, the Agency serves as advocate, information facilitator, planning and services coordinator, needs assessor and services provider. In addition, we collaborate with community partners to achieve our goals.

In late 2011, the Senior Connections' Board of Directors, Advisory Council and Staff began updating the Agency's Strategic Plan, which sets the course for the upcoming five years. This resulting Plan draws upon foundational discussions of the Agency's priority services and funding requirements, current progress towards existing goals, and implications from a regional survey conducted by the Older Dominion Partnership. This process also involves the integration of other regional planning initiatives, including the Greater Richmond Age Wave Readiness Plan, and the Four-Year Area Plan for Aging Services, which is approved by the Virginia Department for Aging and Rehabilitative Services. An implementation plan for accomplishing the established goals was also created to guide the ongoing activities of Senior Connections' staff.



In 2015, the Strategic Plan was extended to coincide with the Area Plan grant cycle.



Senior Connections' 2012-2019 Focused Goals are:

GOAL 1: Visibility and Marketing

Create distinctive and recognizable public image of Senior Connections.

Objectives

- Increase visibility of agency programs and local needs.
- Promote/enhance positive images of aging and community issues.

GOAL 2: Programs and Services

Increase development and delivery of comprehensive and collaborative programs using person-centered practices to address the short and long term needs of older adults, adults with disabilities, and their caregivers.

Objectives

- Provide effective programs and services that respond to current and changing needs of older adults, adults with disabilities, and their caregivers.
- Continue development and implementation of a coordinated regional network of transportation services to meet the needs of older adults, adults with disabilities, and their caregivers.
- Support families and caregivers in their efforts to care for loved ones in the community.
- Implement person-centered practices throughout the Agency beginning with the initial point of contact.
- Promote community engagement and strengthen the capacity of Agency Volunteer Programs.
- Collaborate with Senior Navigator and No Wrong Door (NWD) staff at the Virginia Department for Aging and Rehabilitative Services (DARS) to encourage and support community partners in using NWD service coordination software (PeerPlace) to more efficiently deliver services and facilitate ongoing communications.
- Engage with staff from multiple health systems and other appropriate collaborators to pursue opportunities for more effective care transitions to community settings and reduce hospital readmissions.
- Strength the management and governance of Senior Connections to improve performance and impact.

GOAL 3: Funding and Resources

Develop diverse, sustainable funding sources while continuing strong stewardship of all resources.

- Review and evaluate existing fundraising strategies.
- Identify, assess and prioritize fundraising strategies based on program needs.
- Develop fundraising strategies to appeal to a diversity of donors.

Questions or comments may be directed to:
Marge Boynton, Senior Connections, 24 E. Cary St., Richmond, VA 23219,
via email at mboynton@youraaa.org or phone at (804) 343-3054.



SUCCESS STORIES

Local Governments in Planning District 15 contribute funding and other resources to help residents age successfully. Local funding, combined with federal, state, foundation and private contributions enable seniors, individuals with disabilities, caregivers and families to age successfully. They enjoy remaining in their homes and communities.

Our success stories include:

- Senior Connections participated with the roll-out of our Region's first Age Wave Readiness Plan. Age Wave goals for engaged, livable, stable and well communities support the Agency's mission of "empowering seniors with dignity and choice."
- Throughout the year, 735 individuals enjoy meals and health/wellness activities at Friendship Cafés in strategic locations.
- Through a contract with FeedMore, Inc., homebound seniors receive Home Delivered Meals funded by Senior Connections.
- Hundreds of seniors participate in evidence-based exercise classes and learn how to manage chronic diseases.
- More than 16,000 referral, information and assistance contacts are made to seniors and caregivers.
- Our Senior Employment Program allows 58 individuals to contribute 66,837 hours of community service and update their job skills.
- Our volunteers provide more than 116,000 hours of service to Agency programs and community partner initiatives.
- We provide more than 25,000 hours of respite services to homebound seniors and their caregivers.

PARTNERSHIPS

(Partial Listing)

- AARP Virginia
- Alzheimer's Association, Greater Richmond Chapter
- American Red Cross
- Better Housing Coalition
- Bon Secours Health System, Richmond
- Capital Area Partnership Uplifting People (CAPUP)
- Capital Area Workforce Partnership (RESOURCE)
- 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 VCU
- Greater Richmond Transit Company (GRTC)
- Hospital Corporation of America
- Local Governments in Planning District 15
- Luck Stone Corporation
- Lucy Corr Village Foundation
- Meals On Wheels/FeedMore, Inc.
- Owens & Minor
- Partnership for Downpayment Assistance
- project:HOMES
- Resources for Independent Living
- Richmond Chapter, National Caucus & Center on Black Aged, Inc.
- Richmond Memorial Health Foundation
- Richmond Redevelopment and Housing Authority
- Riverside PACE
- Senior Advocates for City of Richmond, Chesterfield County,
- 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)