**OUR VISION**
Seniors with improved quality of life.

**OUR MISSION**
Empowering seniors to live with dignity and choice.

**OUR CORE VALUES**
Approachable, Collaborative, Dependable, Diverse, Inclusive, Innovative

Knowledgeable & Competent, Private & Confidential, Respectful, Empathic & Compassionate, 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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  Department of Community Resources
- Barbara Botts Chapman, Ed.D.
  Retired Educator and School Administrator; Consultant and Volunteer
- Jane Crawley
  Retired Deputy County Manager
  Henrico County
- Mary P. Devine
  Attorney, Advocate, Goochland County
- Willis A. Funn
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  Health Department
- Lee Householder
  CEO, project:ENCES
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- Rob Jones
  CEO, The Alliance Group
- Okphil Kim
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- Sean McCleary
  Chief of Staff
  Bon Secours Virginia Health System
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  Warehouse Manager,
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- Mary Beth Murphy
  Vice President, Communications and Community Relations, Genworth Financial
- Rita J. Randolph
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  Energy Assistance Program
- Dominion Resources Services, Inc.
- Rebecca M. Ringley
  State Farm Agent
- John T. Robertson (Chair)
  Principal, Homekeepers
- Alexander N. Simon, J.D.
  Attorney At Law
- Sarah Snead
  (Secretary)
  Deputy County Administrator for Human Services, Chesterfield County

**Advisory Council**
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- Brenner Carter
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  (Virginia CareMore, City of Richmond)
- Glenda Leabough
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- Ryan May
  (Henrico County Department of Social Services)

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  (Retired CEO, Southeastern Institute for Research)
- Karen Moeller
  (Richmond Age Wave Coalition)
- Catherine Pemberton
  (Director, Powhatan Dept. of Social Services)
- Chareille Price
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- Michael S. Smith
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- Jackie Stewart
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- The Honorable Carson Tucker
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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 (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.

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.

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 Cafes 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 38 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.

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.