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THE MURAL PROJECT BY GENWORTH

Transforming Perspectives

This mural aims to highlight the positive and transformative aspects of aging while increasing the awareness of senior issues and the resources available to help.

Senior Connections and Genworth partnered with local artist, Colleen Phelon Hall, who designed the mural by taking inspiration from her surveys and interviews with more than 170 seniors in the community. During 11 “paint parties”, more than 500 people, ages 2 to 102, helped to paint the mural panels.

The mandala design represents the shared experience of life and all of its changes. The interviewees shared positive stories of transformation and freedom that led to the butterfly symbolism. The palette of rainbow colors reflect the respondents diverse experiences and vibrant personalities. Eight key themes for greting aging in a positive way emerged from the research and are featured on the flower petals. Tips and quotes gathered from respondents are painted on the mandala and the wings of the large butterfly.

The 1000-square-foot mural was installed October 22, 2017. For more information about the project visit: http://www.seniorconnections-va.org/

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Senior Connections Unveils Mural “Transforming Perspectives”

Thelma Bland Watson
Executive Director

Staff Leadership Group
Marge Boynton
Director, Support and Advocacy Services

Marilyn Branch Mitchell
Human Services Manager

Angie Phelon
Director, Business and Service Development

Missi Boyer
Director, Nutrition & Wellness

Yong Chae
Finance Director

Patrick Hickey
No Wrong Door Manager
LETTER FROM THE BOARD CHAIR

Transforming Perspectives: Older Adults with Improved Quality of Life

We are very excited to reflect on the highlights of 2017. As indicated by our theme, “Transforming Perspectives, Senior Connections is happy to present positive aspects of aging as part of the important work we do every day. As Board Chair, I extend thanks to current and past Board and Advisory Council members for helping Senior Connections as we keep older adults safe in their homes and communities.

The services provided by Senior Connections help prevent isolation and keep many older adults and caregivers from having to find other more costly options. The key services, programs and activities offered in our communities include Friendship Cafes, Long Term Care Ombudsman, Insurance Counseling and Assistance, Volunteers, Money Management, Senior Law Day as well as and the Empty Plate Campaign and Awards Luncheon. During 2017, Senior Connections helped more than 3,600 older adults find critical resources and services. They also provided hospital-to-home care transitions for more than 480 Medicare beneficiaries. More than 43,512 nutritious meals were provided to older adults with outcomes of improved health, increased connections, and educational opportunities.

This Impact Report is an opportunity to highlight a few of our services, programs and activities. We provide many other opportunities for older adults and caregivers. In 2017, we enjoyed many opportunities to serve. Thank you for helping with our success.

Sincerely,
Michelle Johnson, Chair, Board of Directors
LETTER FROM THE EXECUTIVE DIRECTOR

Transforming Perspectives: Empowering Older Adults to Live with Dignity and Choice

We are pleased to provide the Agency Impact Report for FY 2017, a year of transformation and achievement. The year ended with the installation of the Agency’s first Mural, “Transforming Perspectives,” which was generously funded by Genworth Financial and is now a beacon for our building at 24 East Cary Street in the middle of downtown Richmond.

As we highlight the impact of our work during the period of October 1, 2016 to September 30, 2017, we are proud to have such an ideal location to serve program participants, greet people needing assistance and support community partners. As this was a year of transformation, we added, enhanced and maintained many important initiatives: Friendship Cafes, Long-Term Care Ombudsman, Virginia Insurance Counseling Program (VICAP), Volunteers, Money Management Program, Senior Law Day, and the Empty Plate Campaign and Awards Luncheon. All of these along with other initiatives as well with others made 2017 an impactful year for the individuals served by Senior Connections. Touching the lives of 22,000 people, providing direct services to 3,600 older adults, collaborating with more than 150 community partners and receiving help from more than 118 volunteers is significant and noteworthy. This Impact Report reflects both celebration and achievement. Thank you for the opportunity to serve, educate and advocate.

Sincerely,
Thelma Bland Watson, Executive Director
REVENUE & EXPENSES
This is the Financial Statement for Fiscal Year 2017 (October 1, 2016 - September 30, 2017)

Support and Revenue
Older Americans Act (Federal) $3,328,074
Other Federal 433,649
State and Local Government 1,882,183
Other Grants 213,297
Donations & Participant Fees 278,067
Noncash & Other Income 160,712
Total Support and Revenue: $6,295,982

Expenses
Programs $6,471,961
Management 202,980
Other Expenses 11,790
Total Expenses: $6,686,731

Change in Net Assets (390,749)*

Net Assets Beginning of Year $1,913,360
Net Assets End of Year $1,522,611

Note: Information from the Statement of Activities as of 09/30/17.
*Primarily due to the use of assets to cover service expenditures.
Michelle Johnson
County Administrator, New Kent County
Chair, Senior Connections' Board of Directors

"The population of the entire service area is growing. It is important for Senior Connections to be a resource for information that is needed by people of all ages. Senior Connections is a link between services and our aging population."

Source: Virginia Employment Commission / The Greater Richmond Age Wave Plan, 2012
BY THE NUMBERS: Programs & Services

Friendship Cafes
Meals: 43,512
Persons Served: 741

Long Term Ombudsman
Persons Served: 200

Virginia Insurance Counseling and Assistance Program
Persons Served: 5,000
Contacts: 4,664

Volunteers (Internal)
118 Volunteers
Hours: 12,190

Money Management
Hours: 1,760
Persons Served: 44

Senior Law Day
140 Participants

Empty Plate Campaign & Awards Luncheon
450 Participants
44 Sponsors
$120,000 Proceeds
The Agency has more than 24 programs and services that help older adults and caregivers.

This Impact Report highlights these programs, services and activities:
- Friendship Cafes
- Long Term Care Ombudsman
- Virginia Insurance Counseling and Assistance Program (VICAP)
- Volunteers
- Money Management
- Senior Law Day
- Empty Plate Campaign and Awards Luncheon

Outcomes:
- Improved Health
- Ability to Remain in Homes and Communities
- Increased Activity and Involvement
- Enhanced Quality of Life
- Greater Awareness of Available Resources
- Effective Use of Services
Senior Connections’ Friendship Cafes are neighborhood gathering places for older adults. A nutritious lunch, good friends, and many activities keep older adults connected. Outcomes include Improved Health, Increased Social Connections, and Enhanced Nutritional Supports.
**Cafe Participants are happy, active and engaged!**

**HAPPY**

“I enjoy working with the group and being involved. It helps keep me aware of other things to do. My depression has been lifted with doing things with my mind and hands.”

**ACTIVE**

“The Cafe is like a home away from home, and I thank God for waking me up so I can see another day. I look forward to going to the Cafes. I started going after the death of my husband.”

**ENGAGED**

“I appreciate the Cafe - mostly because of our Cafe Manager. She makes it all happen. I love the wide variety of projects, shopping trips, music classes, the exercise and trips to the YMCA. Our Cafe Manager keeps everything interesting, fun and thoughtful.”
The Federal Older Americans Act requires that every state have a Long-Term Care Ombudsman Program. In Virginia, the Program is under the guidance of the Virginia Department for Aging and Rehabilitation Services (DARS).

Senior Connections’ Long-Term Care Ombudsman Program, started in 1983, has seen the demand growing each year as families confront their needs for long term care services. What does it do? The program helps families address issues and concerns about care in long term facilities.

The Agency’s Ombudsman staff worked with nearly 200 individuals during 2017. They were able to:

- Represent the interests of residents
- Identify remedies to protect residents and support their rights, health and safety
- Advocate for improvements in the long term care system that serves the Richmond Metropolitan Region
- Ensure access to services
- Help identify long term care resources for families
- Advocate for quality of care and life
- Increase public awareness about available facilities and services
Called a cornerstone program of Senior Connections, the Virginia Insurance Counseling and Assistance Program (VICAP) reached 5,000 individuals with confidential counseling on Medicare issues. Older adults and individuals with disabilities were assisted in navigating Medicare, Medicaid and other insurance programs.

There were many ways that VICAP volunteers helped the thousands of individuals during 2017:

- Assisted with comparing Medicare benefits
- Explained the Medicare Supplement Insurance Policies called “Medigap”
- Helped individuals enroll in prescription drug plans
- Helped individuals with applications for “Extra Help” - Medicare’s program for individuals with limited income and resources to pay prescription drug costs
- Discussed Medicare as part of pre-retirement preparation so that the best informed decisions could be made

“VICAP exists because of volunteers and Senior Connections staff; both are passionate about the work they do on behalf of clients. Because of the types of conversations we have with clients and the range of needs they express, we are also able to link them with the Agency’s Care Coordination team.” — **Heather Fortune, Manager, Virginia Insurance Counseling & Assistance Program**
John Purnell retired from Friends Association, a well known Child Day Care Agency, after decades of service as the Chief Executive Officer. Fortunate for Senior Connections, his retirement path led him to the Virginia Insurance Counseling and Assistance Program (VICAP).

Mr. Purnell joins hundreds of other volunteers who provide vital services to older adults and caregivers every day. Mr. Purnell started with VICAP in 2011 and has contributed more than 3,041 hours of his time and compassion.

“Alert, focused and engaged” are the words John Purnell uses to describe his volunteer experience with Senior Connections. A certified VICAP Medicare counselor, he admits that he could not have planned a more rewarding activity post-retirement from the social services sector.
Assisting older adults to focus on bill paying with both timeliness and accuracy is the mission of the award-winning Volunteer Money Management Program. Recognizing the many factors and influences affecting the ability to handle personal business matters, especially health issues, trained volunteers assist with a range of services from budgeting to electronic payments, checking writing to removal from junk mail lists. Fraud and scams are more frequent now and volunteers can assist in this area also, citing illegitimate offers from others.

Adults learn about the program from a range of sources including Friendship Cafes, Senior Connections Care Coordinators, senior housing communities, Fifty Plus and Mature Life publications and their own social and support networks. Money Management takes place in the home of the client.

- Nearly 40 volunteers helped older adults navigate the changing world of bill paying and keep them independent.
- Clients learned to prioritize their mail, often voluminous amounts, categorize and ascertain fixed expenses.
- Tech savvy volunteers and clients used online banking as a tool for paying bills.
- Frequency of meetings allowed clients to organize and improve on-time payments of personal expenses as well as their check writing proficiency.
- The program is offered at no cost and receives support from donors throughout the year.

“There are long term clients and long term volunteers. There are diverse family situations and influences that weigh on a client’s ability or desire for assistance. Think about all the daily tasks that involve our dollars. It can be overwhelming as time goes by. Daily money management services keep adults independent.” —Jean Adams, Volunteer Money Management Program Manager.
It is rare to find any situation where the level of expert service and dedication is extremely high, where the quality of the resulting product is consistently superior, where the direct positive impact on the quality of life is so immediate, and where it all comes completely donated due to the generosity of the pro bono attorneys. Senior Law Day is such a situation due to the contributions of Attorney Andy Nea, Williams Mullen Law Firm, and his dedicated team of volunteers—lawyers to notaries.

Each year two full-day sessions are held at Senior Connections’ offices in downtown Richmond. Over 60 older adults participated during these sessions in 2017. There were 10 half-day sessions in the counties of Charles City, Hanover, Henrico, Goochland and Powhatan with average participation of 14 to 16 clients per locality.

- Response to Senior Law Day in 2017 was tremendous with increased enrollment as more were held in the city of Richmond, and the region’s counties.
- Legal documents—wills, powers of attorney and advance medical directives were prepared on site for more than 100 older adults.
- Demand for the services of Senior Law Day, which began in 2007 has necessitated expanded sessions.

“Older adults, persons with disabilities and caregivers need legal assistance. Finding affordable avenues is not easy. The relationships with my Senior Connections’ colleagues in Care Coordination, senior advocates and social workers in the localities are invaluable.” —Pat Giesen, Coordinator, Senior Law Days
The Empty Plate Campaign and Awards Luncheon is a collaborative fundraising activity and community event. Co-Chairs of the Campaign are the Honorable Eva Teig Hardy and Mrs. Phoebe Hall. Ms. Sabrina Squire has served as the event’s inspirational MC. The 2017 Phoebe and Frank Hall Humanitarian Award was presented to Ms. Okpil Kim. In 2017, the Eva Teig Hardy Award for Corporate Service was presented to Mr. Gil Minor.

- Proceeds from the Empty Plate Campaign support critical services for older adults and caregivers. Funds are used for Friendship Cafes. Proceeds help improve the overall health and well-being for older adults in the Richmond Metropolitan Region. In 2017, $120,000 was generously donated for this important cause. More than 650 older adults received assistance with these funds.

- Major Sponsors in 2017 were:

  [List of sponsors]

Mrs. Phoebe Hall

Mr. and Mrs. G. Gilmer Minor III

Mr. John Moore
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Advocate for the Aging  
Henrico County |

## Acknowledgements

**The contributors for the 2017 Impact Report are acknowledged:**

- **Hannah Robinson**  
  A graphic designer with a 36 year tenure with Senior Connections. Accomplishments include website, branding of publications and maintaining historical accounts. Ms. Robinson is the Editor of Mature Life newsletter and Information/Education and Marketing Coordinator.

- **Iris Holliday**  
  Previously worked with Dominion Energy in several leadership roles. Ms. Holliday is a Marketing/Public Relations Specialist who is the consultant in development of the Agency’s Communications Plan.

- **Tiaira Watson**  
  A student at ODU and a Business and Media Specialist Intern who has assisted with several projects during the 2018 school summer break. Ms. Watson assisted with the initial work on Senior Connections’ Communication Plan.

**Additional assistance is also acknowledged:**

- **Marge Boynton, Director of Support and Advocacy Services, Senior Connections**
- **Yong Chae, Director of Finance, Senior Connections**