Our Vision
"Seniors with improved quality of life"

Our Mission
"Empowering seniors to live with dignity and choice."

Senior Connections, The Capital Area Agency on Aging: Almost 50 Years of Service
Established as a private nonprofit organization in 1973 and governed by a Board of Directors, the Agency provides services for older adults and caregivers residing in Planning Service Area (PSA) 15, which includes the City of Richmond and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan. The Agency also serves as the Region’s designated No Wrong Door Service Program as well as the designated lead for the Human Services Transportation Coordination Entity. Additionally, the Agency co-manages The Longevity Project with the Department of Gerontology at VCU.

Senior Connections is designated as the Area Agency on Aging for the development and enhancement of comprehensive, coordinated home and community-based services for older adults and caregivers. Roles and responsibilities include advocacy, planning, coordinating services, information/assistance, leadership, partnerships, collaboration, a focal point for services, and assessing/meeting the needs of older adults. This designation is from the U.S. Administration for Community Living (ACL) through the Virginia Department for Aging and Rehabilitative Services (DARS).
In support of addressing social connections and helping individuals age successfully, Senior Connections is proposing these programs and services as part of the 2020-2023 Area Plan for Aging Services:

**Adult Day Care** *(Partnership with local Adult Day Care Centers)*  
**Care Coordination** *(Assessment of Service Needs)*  
**Care Transitions** *(Hospital-to-Home Partnership with Hospital Systems to Reduce Readmissions and Help Older Adults Connect with Community Resources)*  
**Caregiver Counseling and Support** *(Information and Assistance to Help with Duties)*  
**Chore Services** *(Heavy housework or yard work)*  
**Communication, Referral, Information & Assistance** *(CRIA)*  
**Congregate Meals and Activities** *(Friendship Cafés)*  
**Emergency Services** *(Critical Needs: Help with Payments for Housing, Utilities, and Medications)*  
**Employment and Training Assistance** *(Job Training and Referrals/Matches)*  
**Health and Wellness Classes** *(Evidence-based for workshops on Chronic Disease Self-Management and Fall Prevention)*  
**Home Delivered Meals** *(Meals on Wheels; Partnership with FeedMore, Inc.)*  
**Legal Assistance** *(Partnership with Central VA Legal Aid and Senior Law Day)*  
**Long-Term Care Ombudsman and Elder Abuse Prevention** *(Information & Complaint Resolution)*  
**Money Management** *(Check Writing for Bills and Budget Management)*  
**No Wrong Door** *(Virtual system and a statewide network of shared resources designed to streamline access to long term services and supports)*  
**Nutrition Counseling and Options Counseling** *(Choices for Service Selection)*  
**Outreach & Public Information & Education** *(Presentations, Health/Resource Fairs, Newsletters, Publications, Press Releases, Advertising, Website)*  
**Personal Care, Homemaker and Respite Services** *(Partnership with Home Care Providers and Direct Payments to Caregivers)*  
**Residential Repair and Renovation**  
**Socialization & Recreation** *(Exercise, Arts, and Activities)*  
**Telebridges Telephone Support** *(Volunteers Connect with Seniors)*  
**Transportation and Mobility Management** *(Rides to and from Friendship Cafés and Ride Connection for Medical Appointments)*  
**Virginia Insurance Counseling and Assistance Program/VICAP** *(Help with Medicare and Other Insurance)*  
**Volunteer Opportunities** *(Engagement)*

### Planning for the Future

The Agency’s Board of Directors, Advisory Council and Staff is engaged in a multi-year Planning Process. This process involves the integration of several planning initiatives: The Longevity Project, Updated Strategic Plan, and the Implementation of the Four-Year Plan for Aging Services, which is approved by the Virginia Department for Aging and Rehabilitative Services (DARS).
Senior Connections continues to partner with the Department of Gerontology at VCU to lead the work of the Longevity Project, which is intended to guide the creation of livable communities for all ages. The Longevity Center is housed in the first floor of Senior Connections.

### Strategic Plan Update

Strategic Plan Update sets goals and directions for Agency Programs and Activities based on five focus areas: Visibility/Marketing, Programs/Services, Funding/Resources, Sustainability, and, Measurement and Evaluation. Goals are:

- Create a distinctive and recognizable public image (brand) for Senior Connections.
- Increase development and delivery of comprehensive and collaborative programs that address the short term and long term needs of older adults, adults with disabilities, and their caregivers.
- Develop diverse, sustainable funding sources while continuing strong stewardship of all resources.
- Improve facility and implement other strategies to ensure the sustainability of Senior Connections.
- Identify and implement performance measures and outcomes for selected programs and activities.

### Area Plan for Aging Services

Area Plan for Aging Services serves as the blueprint for the work of Senior Connections and is the official funding application to the Virginia Department for Aging and Rehabilitative Services (DARS). It also informs interested persons about the intent of the Agency to deliver services outlined under the Older Americans Act. The Plan also describes the manner in which the Agency will continue to develop a comprehensive and coordinated delivery system for older adults, caregivers, and their families. This is the third year of a Four-Year Plan and covers the time period October 1, 2021 – September 30, 2022.

### Funding Sources

Senior Connections receives funding from the federal Older Americans Act and the Virginia General Assembly through the Virginia Department for Aging and Rehabilitative Services (DARS). The Americorps Seniors (formerly Corporation for National and Community Service) provides funding for volunteer initiatives- the Foster Grandparent Program and RSVP. Ride Connection for information and rides to necessary appointments is funded by the Virginia Department for Rail and Public Transportation. Other federal and state funds support the Agency’s Programs and local funds are provided by city and county governments. All the local governments support special initiatives for planning, services and recognition in support of older adults and caregivers. They also support the Longevity Project and the No Wrong Door Service Coordination Program.
Senior Connections also receives contributions from citizens in the communities it serves in addition to grants from the United Way of Greater Richmond & Petersburg, local corporations and foundations. Corporate sponsors include Dominion Energy, Bank of America, Genworth, Bon Secours, VCU Health, and Truist. Local foundations include the Richmond Memorial Health Foundation, The Community Foundation, and The Pauley Family Foundation, The Henroid Foundation, and the Regierer Foundation. The Agency also receives grants from Altria’s Employee Community Fund. Local fundraising efforts include the Empty Plate Campaign which provides money to help meet critical needs and service gaps.

Support & Revenue

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<tr>
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Needs Assessment

Impact of demographics
The Area Plan reflects important population trends in our region, Planning and Service Area (PSA) 15. The number of older adults in PSA 15 is increasing, with an estimated 206,200 individuals age 60 and over according to the 2012-2016 American Community Survey, 5-Year Estimates. The number of persons age 85 and over is the fastest-growing group. The population is also becoming more diverse and there is a growing minority population of older Asian Americans and Hispanics. By the year 2030, we will see a doubling of our older population, with the Baby Boomers continuing to retire. At-risk groups include older adults with low incomes, older adults living with disabilities,
individuals aged 85 and older, older adults living alone, and older adults who are geographically isolated. Advanced age, disability, poverty, and geographic isolation are risk factors in and of themselves, and the combination of two or more of these risk factors is likely to have significant impacts on the independence and well-being of older adults, putting them at risk for decreased quality of life, social isolation, loss of independence, poor health outcomes, and shortened lifespan. Living alone is another factor that can put individuals at risk for social isolation and reduced quality of life. In our region, approximately 28.9% of older adults aged 65+ live alone.

**Community Input**

**Public Comment Sessions:**
For the four year Area Plan cycle, Senior Connections conducted five Public Comment Sessions at the Hanover Council on Aging meeting at the Department of Social Services on 6/10/2019, at Senior Connections on 6/12/2019, at the New Kent Friendship Café on 6/13/2019, at the Powhatan Friendship Café on 6/17/2019, and the Chesterfield Council on Aging meeting at Lucy Corr on 6/27/2019 to gain public input and make the community aware of the Area Plan Update.

Key issues/needs identified at the comment sessions are:
- Affordable, accessible transportation for medical appointments and personal business
- Information about services and resources to older adults and their families using a variety of means to disseminate information
- Need to partner with localities to address local issues and develop programs and services to meet local needs
- Affordable and accessible housing, housing stability and livable communities
- Need more health and wellness classes and recreational activities for older adults
- Reaching individuals who are vulnerable/isolated
- Education on the use of technology

**Community Partner Survey**
Senior Connections completed an electronic survey of 110 community partners in April 2020 to obtain feedback on services and programs. Fifty-nine partners responded. One survey question asked which service areas should be expanded and the top responses were:
- Behavioral health issues
- Transportation Coordination
- Care Coordination
- Care Transitions
- Benefit Enrollment Center
- Housing-related issues

**Public Comment Survey**
The Area Plan Public Document and a Public Comment Survey were posted on the Senior Connections website during the month of June 2020. The five greatest needs identified by survey participants in the greater Richmond area are:
- Knowing what services are available and how to access them
- Affordable housing
- Available and affordable transportation for medical trips
- Available and affordable transportation for shopping and errands
- Assistance and support for caregivers
According to survey participants, the most important services provided by Senior Connections to help older adults remain in their communities are:

- Information on and assistance with services
- Friendship Cafes
- Care Coordination
- Home Delivered Meals
- Adult Day Services

**Priorities for the Four-Year Plan for Aging Services**

1. Continue Older Americans Act core programs including Access and Supportive Services, Health and Wellness, Caregiver, and the Elder Rights Programs. Programs and services need to be defined individually based on local needs.
2. 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.
3. Strengthen services and supports that encourage self-care for clients and caregivers, using evidence-based programs.
4. Provide person-centered planning for older adults and their caregivers across the spectrum of long-term care services, including home, community, and institutional settings.
5. Work with other community stakeholders to develop the “Risk” Index / Social Network Scale (rubric) to identify and connect clients at-risk and to provide data necessary to support interventions and service strategies to address isolation.
6. Collaborate with No Wrong Door (NWD) staff at the Virginia Department for Aging and Rehabilitative Services (DARS) to encourage and support Agency staff and community partners in using NWD service coordination software to more efficiently deliver services and facilitate ongoing communications.
7. Expand volunteer opportunities within and outside of the Agency by integrating internal Agency volunteer programs and coordinating a forum on volunteering in the Greater Richmond area.
8. Continue to participate in Longevity Project implementation which promotes engagement and connectedness of older adults in our community.
9. Promote the use of advance planning through assistance with legal documents such as wills, powers of attorney, and advance medical directives and through education concerning other end-of-life issues.
10. Develop strategies to reach and serve culturally diverse older individuals and caregivers.
11. Provide information, referral, and assistance to Veterans and Military Dependents and family members.
12. Work with local governments to ensure that information about resources and services is available to their citizens by increasing our presence on locality websites and partnering with local agencies, such as libraries, as a means to distribute information about resources and services.
13. Provide information, referral, and assistance to caregivers of individuals with Alzheimer’s disease and other dementias and behavioral health concerns.
14. Develop a cohesive person-centered response to housing needs.
15. Conduct training/classes on the use of Smartphones and related technology.
Area Plan Waivers
Wherever possible, the Agency contracts for services with qualified vendors. We request waivers for services that are appropriate to provide direction based on needs and Agency capacity: Care Transitions, Checking, Congregate Meals, Disease Prevention/Health Promotion, Emergency Services, Employment, Money Management, Options Counseling, Socialization and Recreation, and Volunteer. We also request a waiver to use nonfederal funding for In-Home Services to meet the required spending percentage.

Please submit comments and questions by Wednesday, June 30, 2021, to: Marge Boynton, Senior Connections, 24 E. Cary Street, Richmond, VA 23219; or email mboynton@youraaa.org; or call (804) 343-3054.

Area Plan Public Comment Zoom Sessions
June 23, 2021, at 2:00 p.m.
Link to Zoom Session: https://zoom.us/j/98318580824
Join us by phone at (929)205-6099