



Senior Connections, The Capital Area Agency on Aging

Established as a private nonprofit organization in 1973 and governed by a Board of Directors, the Agency provides services for older adults, persons with disabilities 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 lead as well as the designated lead by Plan RVA 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, persons with disabilities and caregivers.

Roles and responsibilities include advocacy, planning, coordinating services, information, referral assistance, leadership, partnerships, collaboration, a focal point for services, and assessing then 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).

Our Vision:

Older Adults with Improved Quality of Life

Our Mission:

Empowering Older Adults to Live with Dignity and Choice

Provide Direction for Where We are Going

CONTACT INFORMATION:

24 East Cary Street, Richmond VA 23219

804.343.3000 1.800.989.2286

seniorconnections-va.org



Senior Connections

Your Area Agency on Aging

FY23 Area Plan Update

Year 4 of 4 Year Plan
Oct 1, 2022 to Sept 30, 2023
June 2022

Making a Difference in the
Lives of Older Adults

Supporting Caregivers and
Strengthening Communities



Summary of Services at Your Area Agency on Aging



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*)

Benefits Enrollment Center

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

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.*)

Housing Stability Supports (*Partnership with Homeward, Dominion Place, Stability*)

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 (*Volunteer Check Writing Service 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 Nutrition Education

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.

Strategic Planning

Strategic Plan Update, using an equity lens, sets goals and directions for Agency programs and activities based on five focus areas: Visibility and Marketing, Programs and Services, Funding and Resources, Sustainability, 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 – especially those older adults with greatest need and marginalized groups.
- Develop diverse, sustainable funding sources while continuing strong stewardship of all resources.
- Identify and implement creative strategies to ensure the sustainability of Senior Connections.
- Identify and implement performance measures and outcomes for programs and activities.

Area Plan

The 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, persons with disabilities, caregivers, and their families – with special attention on reaching those with the greatest need. This is the fourth year of a Four-Year Plan and covers the time period October 1, 2022 – September 30, 2023.

Longevity Project

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 Project is guided by the 4 pillars: Research, Convene, Advocate and Educate. The Longevity Center is currently located on the first floor of Senior Connections.



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 No Wrong Door.

Senior Connections also receives contributions from individual in the communities it serves, from volunteers and those who receive our services, 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 Altria. Local foundations include the Richmond Memorial Health Foundation, The Community Foundation, The Jenkins Foundation, Mary Morton Parsons Foundation, The Barrington Family Foundation and The Pauley Family Foundation, The Herndon Foundation, and the Regier 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.

Senior Connections Statement of Activities Year End September 30, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
Support and revenue:			
Virginia Department for Aging and Rehabilitative Services programs:			
Federal funds	\$ 4,101,170	\$ -	\$ 4,101,170
State funds	1,927,438	-	1,927,438
Other grant funds	25,775	78,201	103,976
Donations and fundraising	151,376	57,861	209,237
Local funds	115,000	-	115,000
Cash program income	9,896	-	9,896
	<u>6,330,655</u>	<u>136,062</u>	<u>6,466,717</u>
Corporation for National and Community Services:			
Federal funds	332,074	-	332,074
Donations and fundraising	7,412	-	7,412
	<u>339,486</u>	<u>-</u>	<u>339,486</u>
Other support and revenue:			
Federal funds	160,303	-	160,303
Other grant funds	79,208	350,127	429,335
Rent	29,693	-	29,693
Corporate services	67,237	116,585	183,822
Interest income	74	-	74
Change in beneficial interest - Community Foundation	-	277,574	277,574
	<u>336,515</u>	<u>744,286</u>	<u>1,080,801</u>
Total support and revenue	<u>7,006,656</u>	<u>880,348</u>	<u>7,887,004</u>
Net assets released from restriction	<u>624,973</u>	<u>(624,973)</u>	<u>-</u>
Expenses:			
Program services	7,293,914	-	7,293,914
Management and general	207,078	-	207,078
Fundraising	6,970	-	6,970
Total expenses	<u>7,507,962</u>	<u>-</u>	<u>7,507,962</u>
Change in net assets	123,667	255,375	379,042
Net assets, beginning of year	<u>1,348,950</u>	<u>1,105,885</u>	<u>2,454,835</u>
Net assets, end of year	<u>\$ 1,472,617</u>	<u>\$ 1,361,260</u>	<u>\$ 2,833,877</u>



Older Adults by the Numbers: 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. Our mission is to serve those with greatest need: older adults with low incomes, older adults living with disabilities, veterans, persons of color, LTBTQ+, individuals aged 85 and older, older adults living alone, and older adults who are geographically isolated or in rural community. Advanced age, disability, poverty, inequity 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.

This puts 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.

We are Listening: Community Input Sessions: June 2022



In person:

- Senior Connections Foster Grandparents
- Friendship Café of New Kent, Chesterfield and Powhatan
- Partners: CAPUP and Better Housing Coalition

Online:

- Online Survey of Clients, Community Partners, Staff (168)



We Hear You! Community Listening Sessions Recap

Consistent, Ongoing Concerns:

- Access to safe, reliable, affordable transportation – on demand
- Affordable accessible housing options
- Services to decrease isolation and loneliness – access to more socialization and fun – faith, community events, activities
- In home support - like chore and personal care;
- Health and wellness classes
- Information and referral: knowing who to call for what – unsure of what our services are and how to contact us
- Education opportunities and technology training

Emerging Trends:

- Expanded mental health services are needed
- Home is where people want to age but...safety: personal, home and environmental a theme: safe sidewalks, communities; single older adults living alone in the community feeling vulnerable to others due to aging and disability, need home modification and repair for safety, concern for financial exploitation,
- Need for housing maintenance (lawn);
- Work to increase number of people attending friendship café and types of activities
- Expanded legal services (conversations around advance care planning)
- Medication assistance: understanding and preventing errors, helping some take meds properly
- Nutritional support on demand
- Financial well being

Community Survey: 183 Responses

Current Services Ranked the Most Important were Care Coordination, Care Transitions, Caregiver Education and Support and Respite, Nutrition Support, Information and Referral and Transportation.

Senior Connections is a Wonderful and supportive agency for the total community they serve. The staff are highly qualified and very supportive to their clients' needs and to the community. A wonderful asset for education, and service delivery for the total Greater Richmond Area.

Respondent, Community Survey 2022



Priorities for the Four-Year Plan for Aging Services

- 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 person centered based on local needs with equitable access.
- 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.
- Strengthen services and supports that encourage self-care for clients and caregivers, using evidence-based health and wellness programs.
- Provide person-centered planning for older adults and their caregivers across the spectrum of long-term care services.
- 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.
- Continue to participate in Longevity Project implementation of the four pillars which promotes engagement and connectedness of older adults in our community.
- 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.
- Develop strategies to reach and serve culturally diverse older individuals, persons with disabilities and caregivers targeting specifically those at greatest need including LGBTQ+, persons with low income, persons with English as a second language and communities of color.
- Provide information, referral, and assistance to Veterans, military dependents and family members and caregivers.
- Partner with local governments to ensure that information about resources and services is available to their residents.
- Provide information, referral, and assistance to caregivers.
- Develop a cohesive person-centered response to housing needs.
- Conduct training 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, Transportation and Volunteer. We also request a waiver to use nonfederal funding for In-Home Services to meet the required spending percentage.

Comments, questions? Please submit to Colleen Wilhelm, Senior Connections

at cwilhelm@youraaa.org or call 804.622.3063