



2017 ANNUAL REPORT





John N. Skirven

FROM OUR CEO

Courage, Trust, Respect, Results. These are the values that are the foundation for what we do to provide seniors and their caregivers with access to programs and services so they may live with choice and dignity in their communities. This fiscal year has been a year of major accomplishments for Senior Services of Southeastern Virginia. Together, the board of directors, staff, and community partners completed Strategy 2020 along with a detailed business plan to guide our efforts. Expansion of our Meals on Wheels program, I-Ride Transit, care coordination, and care transition services are underway, and new services for caregivers and veterans are in development. And customer service, the heart of what we do, is focused on how we assure a “warm hand off” for our clients when we collaborate for their care with our health care and human service partners.

Construction of the Hayden Village Center in Franklin, Virginia, resumed in 2017 with an official groundbreaking ceremony held early in the fall. Special thanks are owed to Senior Services’ board of directors, the City of Franklin, Luna Development, Virginia Community Capital Bank, the Local Initiatives Support Corporation (LISC), and Commonwealth Advisors for their trust and courage to bring this historic school back to life as a collaborative community center and senior housing. Occupancy is expected in late summer 2018.

Our work to improve health outcomes for seniors was recognized at the national and local levels. Senior Services won the National Association of Area Agencies on Aging’s Senior Services n4a Achievement Award for the Hampton Roads Care Transitions Program, and Inside Business named Senior Services a Health Care Hero for Innovations in Healthcare.

A wise leader once said that while what we have done is important, what we have not yet done is more important. With those words in mind and our business plan in hand, we will continue to develop the strategic partnerships to build the infrastructure of the regional aging network.

In closing, and on a personal note, I will retire in September 2018 after 28 years at the helm. I appreciate more than words can express the opportunity to have been a part of this wonderfully diverse and dynamic organization.

Senior Services is one of the first and remains one of the best AAA’s in the United States of America. We began strong. We remain strong. We have a responsibility to stay strong. To do this, we all must continue to get up every morning and live our values: Courage, Trust, Respect, Results.

THROUGH



1965
U.S. Congress enacts Older Americans Act.

1976
Senior Companion Program begins.



1997
SEVAMP changes to Senior Services of Southeastern Virginia (SSSEVA). SSSEVA hosts National Association of Area Agencies on Aging (n4a).

1972
SEVAMP is designated as the fourth Area Agency on Aging.
The first programs begin including meals for seniors in Franklin, Virginia.

1980
SEVAMP expands transit in Western Tidewater.

1990
John Skirven starts as CEO.

1966
Virginia establishes the Department on Aging and local planning and service areas.

1977
Senior Community Services Employment Program is initiated.

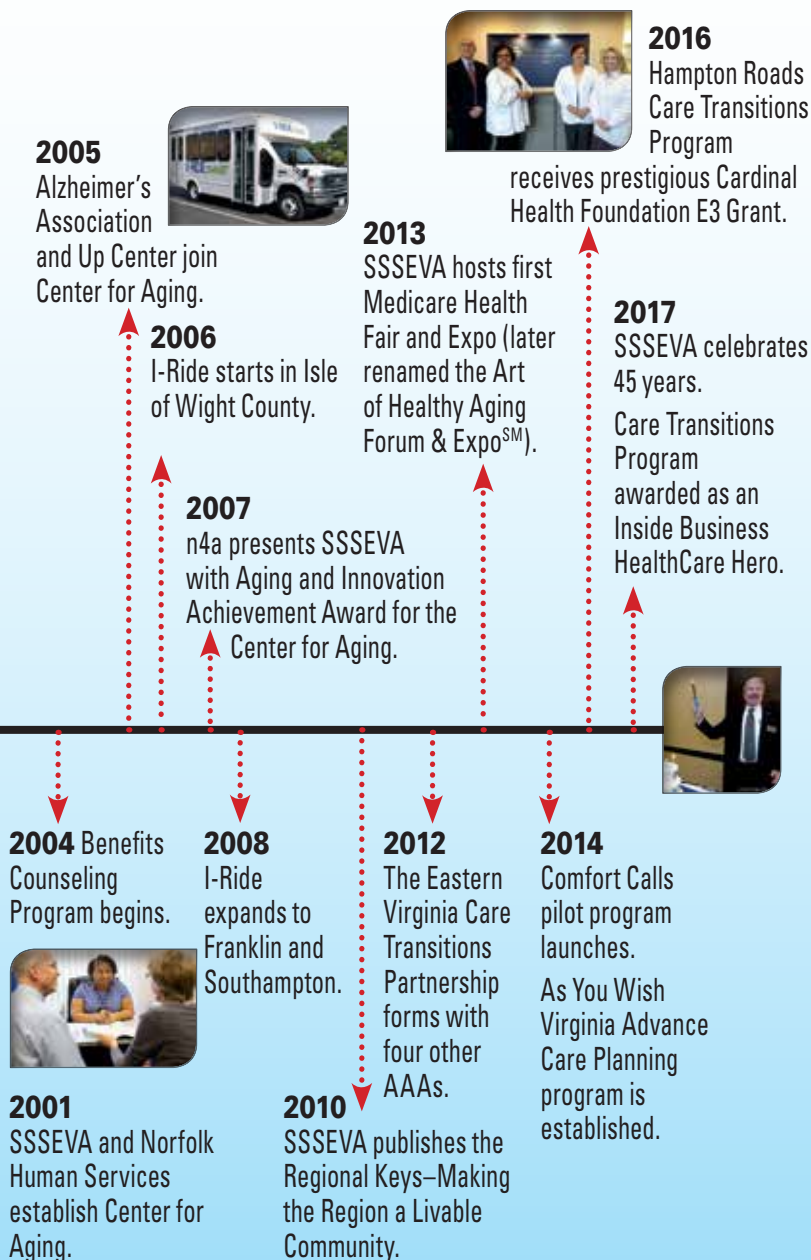
1991
SEVAMP begins Care Coordination for Elderly Virginians Program with UnitedHealth.



1974
Retired Senior Volunteer (RSVP) Program begins.



THE YEARS



FROM OUR BOARD PRESIDENT

The staff and board of directors at Senior Services of Southeastern Virginia worked diligently over 2017 to finalize our business and strategic plans and have moved into our 46th year of serving our region's seniors with great zeal.

In our region today, we have seniors, those with the most "life" experience; Baby Boomers; Gen Xers; and Millennials. As our Baby Boomers become "grownups," we find there are important differences in experiences and expectations as we age. We are generally healthier than the generation before us and able to work and live independently longer. But what we all need to realize is that in a blink of an eye we will all be seniors or caring for seniors and loved ones. And thank goodness, we have a resource such as Senior Services to guide us down this path!

Senior Services continues to provide all the tools necessary to not only prolong our lives and enable us to live independently longer but also to keep seniors eating healthy and staying active. Through our senior centers, workshops, and transportation services, seniors have a means to have it all—companionship, education, and transportation to get to their important doctor appointments.

For whatever reason, our society finds it difficult to associate with the elderly, those with disabilities, and the chronically ill because they feel they are "untouchable." This is an important area for more understanding and change. Our elderly, veterans, those with disabilities, and the chronically ill need to have that "touch." It can be as simple as holding someone's hand or giving them a hug to visiting, talking, and maybe helping with daily activities. Isolation breeds depression.

Senior Services, however, works to do something about this. I had the opportunity this year to celebrate our volunteer senior companions, and what an honor that was! These volunteers, some for more than 20 years, help to fulfill those needs and are appreciated more than they know.

With each day I am involved with the staff and directors of Senior Services, I more fully appreciate the knowledge, the compassion, and the experience this organization provides our region. We all have a passion for our seniors and veterans, and we will continue to expand the services provided to ensure all their needs are addressed. We will continue to increase our collaborative alliances, fundraise to expand current and future services, and look forward to the continued generosity of our state and local governments and partners as we continue to evolve. I am honored to be associated with this wonderful organization.



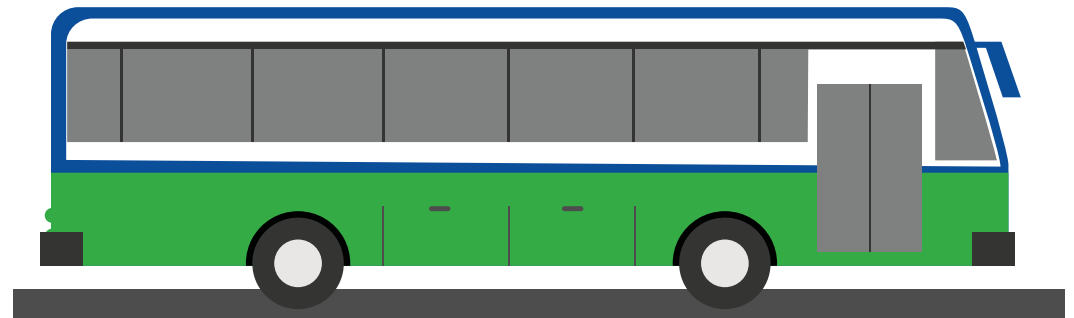
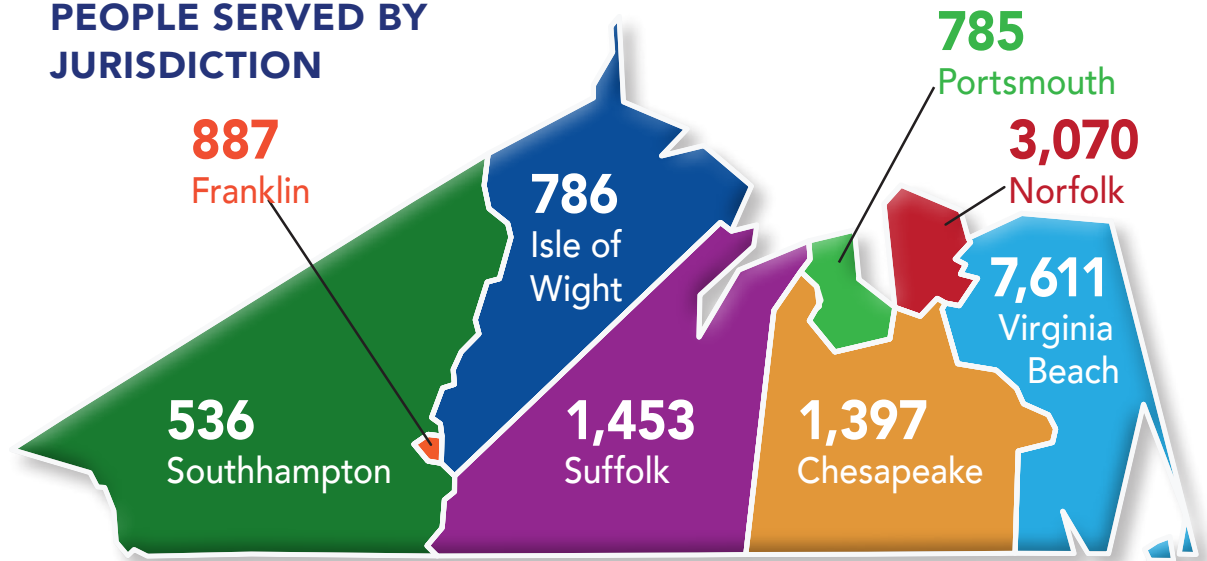
Cathy A. Dalton

OUR SERVICES

- ▶ Advocacy
- ▶ Care Coordination
- ▶ Care Transitions
- ▶ Meals on Wheels
- ▶ I-Ride Transit
- ▶ In-Home Services
- ▶ Medicare Benefits Counseling
- ▶ Senior Advocate Ombudsman Program
- ▶ Senior Companion Program
- ▶ Volunteer Opportunities
- ▶ Wellness Centers
- ▶ Wellness Classes

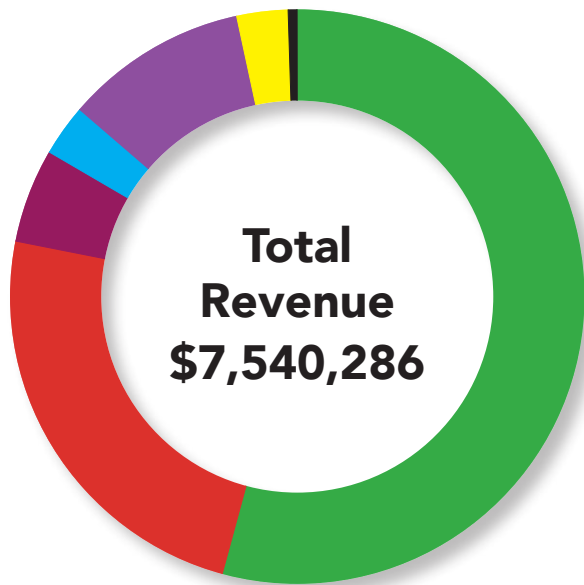
In 2017, Senior Services of Southeastern Virginia provided **11,057** individuals age 60+ in South Hampton Roads and Western Tidewater with information and services.

PEOPLE SERVED BY JURISDICTION



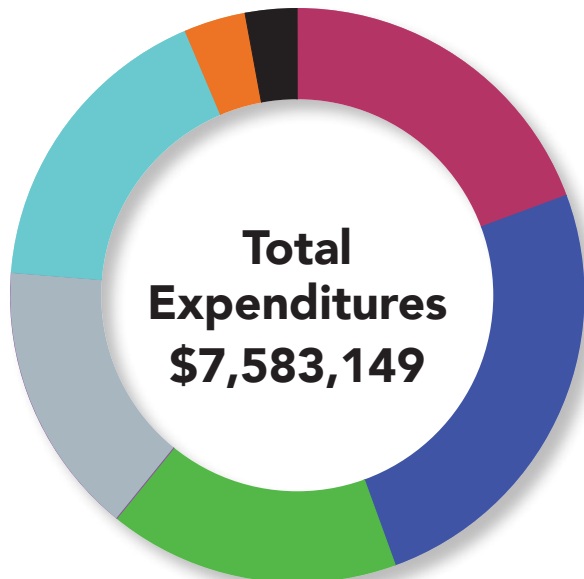
14,569 RIDES provided by I-Ride Transit on its fixed routes through Norfolk, Franklin, and Smithfield.

PUBLIC SUPPORT AND REVENUE



- Federal Funds: \$4,088,448 (54%)
- State Funds: \$1,801,246 (24%)
- Grants and Contracts: \$399,370 (5%)
- Donated Goods and Services: \$219,747 (3%)
- Program Revenue: \$776,209 (10%)
- United Way and Contributions: \$217,809 (3%)
- Other: \$37,457 (0%)

EXPENDITURES BY SERVICE PRIORITIES



- Community-based Services: \$1,467,917 (19%)
- Aging and Disability Resources: \$1,903,612 (25%)
- Transit: \$1,242,685 (16%)
- Management and Fundraising: \$1,169,845 (15%)
- Wellness and Lifestyle: \$1,316,103 (17%)
- Benefits Counseling: \$263,240 (3%)
- Donated Goods and Services: \$219,747 (3%)

BOARD OF DIRECTORS

- Sanya Adams ◀
- Annie Alexander ◀
- Angelia Allen ◀
- Shernita Bethea ◀
- Keith Cannady ◀
- Inez Craig ◀
- Cathy A. Dalton ◀
- Herb DeGroft ◀
- Vanessa Greene ◀
- Lori Hasty ◀
- Dr. Kasey Henderson ◀
- Dr. Maureen Hook ◀
- Hope Lomax-Jones ◀
- Robert Lougen ◀
- Sheila Mason ◀
- Evelyn McCullough ◀
- Kathy McVey ◀
- Dr. Robert Palmer ◀
- John Skirven ◀
- Lisa Turner ◀
- Joice Whitehorn ◀

WHAT'S NEW

AWARDS

Inside Business Health Care Hero for Hampton Roads Care Transition Program

In partnership with Sentara Healthcare, Southampton Memorial Hospital, and Hampton University School of Pharmacy, Senior Services was honored as a Health Care Hero by Inside Business for the agency's Hampton Roads Care Transitions Program. The program aims to improve the quality of care for patients over 60 as they transition from the hospital to home.



n4a Aging Achievement Award for Hampton Roads Care Transition Program

In 2017, Senior Services received an Aging Achievement award from the National Association of Area Agencies on Aging during its Answers on Aging four-day conference in Savannah, Georgia. The awards program, supported by WellCare, recognizes Area Agencies on Aging (AAAs) and Title VI Native American aging programs that have implemented successful initiatives to support older adults, people



with disabilities, and family caregivers. Honorees shared best practices with an audience of 1,000 Aging Network leaders at the conference.

The Hampton Roads Care Transition Program

Statistics show that 20 percent of hospitalized Medicare beneficiaries are readmitted to the hospital within 30 days. Senior Services has developed the Hampton Roads Care Transitions Program with local hospitals to reduce preventable hospital readmissions for older adults. Through this program, Senior Services staff is certified in The Care Transition Intervention™ model—an evidence-based program developed by Dr. Eric Coleman—to act as Care Transition coaches, empowering patients to better manage their chronic conditions and achieve personal health goals. Research has shown that The Care Transition Intervention program is highly effective in resolving issues that may lead to re-hospitalization, such as confusion about the discharge plan, lack of understanding about the chronic condition, and failure to receive timely follow-up care.



Steve Zollos

CHIEF OPERATING OFFICER

Senior Services ended fiscal year 2017 with the announcement of a new chief operating officer, who began with the company in early November 2017. Steve Zollos holds strategic and operational responsibility for all programs. He comes to the agency with more than 20 years of health care and business management experience. Before joining Senior Services, Zollos worked as the chief operating officer for a national disaster planning organization and as the executive director for senior services and healthy communities for the Bon Secours Health System.

WEBSITE

To make it more accessible through mobile devices and to improve the user experience, Senior Services worked with InserCorp LTD out of Franklin, Virginia, to redesign its website. The new site, launched in February 2017, is easier to navigate and promotes social media integration, in addition to many other beneficial features. It also gives the agency more page customization and opportunity to interact with site visitors.



MISSION, VISION, VALUES

MISSION

To provide seniors and their caregivers with access to programs and services so they may live their lives with choice and dignity in their communities.

VISION

We envision a community that empowers, respects, and values seniors and their caregivers.

VALUES

Act with courage

Create trust

Exhibit respect

Deliver results

FEEDING SENIORS



15 senior wellness center sites serve nutritious meals and offer participants opportunities for education and socialization

115,799 home-delivered meals were enjoyed by 700 individuals living in South Hampton Roads and Western Tidewater

850 people received vouchers for the Virginia's Farmers Market Fresh for Seniors program



MARCH FOR MEALS

Throughout the month of March, Senior Services actively promoted the multifaceted issue of senior hunger and raised funds to support its senior nutrition programs as a part of the Meals on Wheels' 15th Annual March for Meals campaign. During the campaign, the agency recognized "Community Champions Week," March 20-24, and held activities at senior center wellness and nutrition sites in Portsmouth and Franklin. Local city officials and Senior Services' board members visited the senior centers, served lunch, and enjoyed the opportunity to chat with participating seniors.

VIRGINIA'S FARMERS MARKET FRESH FOR SENIORS

Senior Services teamed with the Virginia Department for Aging and Rehabilitative Services and the Virginia Department of Agriculture and Consumer Services to provide qualified seniors with \$40 worth of free vouchers for produce through Virginia's Farm Market Fresh for Seniors program.

NATIONAL NUTRITION MONTH

To observe National Nutrition Month in March, Senior Services held activities for the seniors we serve. To demonstrate how seniors living on a fixed-income can still afford to make healthy meals, its Wellness program registered dietitian Kirsten Romero held slow-cooker recipe demonstrations, cooking her healthy beef vegetable soup with the majority of ingredients purchased from lower-cost food retailers. In addition, she discussed food preparation safety and food leftover safety. Romero also did a cooking demonstration for The Hampton Roads Show during the month.



SAVE LUNCH CAMPAIGN

Meals on Wheels of America (MOW) partners like Senior Services are serving 23 million fewer meals today than in 2005 due to funding that has not kept pace with inflation and the rapid and consistent growth in America's senior population. While government support through the Older Americans Act for 2017 has been funded at 2016 levels, it does not meet the current need, let alone the steadily increasing demand for Meals on Wheels.

But Senior Services is trying to do something about it. Senior Services along with other MOW partner agencies is raising awareness through advocacy. Participating in MOW's #SAVELUNCH campaign, the agency has been raising the issue and making a call for public advocacy through emails and social

media. Its leadership team and board members have been meeting in person with congressional representatives and taking them to visit seniors who are able to remain living in their homes because of the availability of MOW and other support services. As a part of the campaign, seniors at the congregate meal sites have been writing messages on paper plates, asking Congress to please #SAVELUNCH. These messages have been shared directly with each of the region's U.S. representatives.

Senior Services is urging them to ensure current and future funding at levels that will more realistically meet the needs of the rapidly aging population now and in the future so that no senior in need will ever have to be turned away.



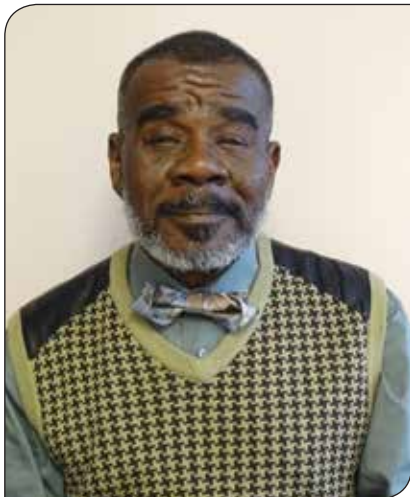


I-RIDE TRANSIT

literally keeps seniors moving. It provides its riders the ability to get to medical appointments, thereby ensuring their access to healthcare. I-Ride also provides seniors who are at risk of isolation the ability to travel to area senior wellness and nutrition centers and adult day care. These centers offer them the opportunity to get out and socialize with friends, establish a support system, exercise and learn new things. I-Ride services include fixed routes, medical transportation, paratransit, and on-demand response. The delivery of meals to the centers are an additional function of I-Ride.

DRIVING SENIORS TO THE POLLS

On Election Day, I-Ride and local taxi companies made sure no registered senior voter, age 60+, missed out on their opportunity to vote. Hampton Roads Transportation, Inc., which dispatches several taxi companies throughout the region, partnered with Senior Services and the Peninsula Agency on Aging. Drivers picked up seniors, drove them to their polling places, waited for them to vote, and then dropped them back at their homes.



Chester Freeman

SENIOR SERVICES WELCOMED NEW MOBILITY MANAGER

This past fiscal year, Chester Freeman joined Senior Services as the new I-Ride mobility manager. In addition to being a former Marine, Freeman brings more than 20 years of transportation and logistics experience to his position. He works under transportation director Donnie Perry and is a part of the Western Tidewater Community Transportation Collaborative, an effort to expand and increase public transportation availability in the more rural Western Tidewater communities, which are not served by existing public transportation entities. This collaborative was formed as a result of a planning grant enabled by OBICI Healthcare Foundation, which explored ways to expand the availability of affordable transportation and ridership and increase ridership. In Fiscal Year 2017, the collaborative acquired two new vehicles through the nonprofit HumanKind, formerly Presbyterian Homes & Family Services and the Family Alliance, to collectively use for senior transportation.

WELLNESS

The Wellness department works fervently to help Hampton Roads seniors take charge of their health and well-being and assists greatly when they can't. Through the senior wellness centers, Meals on Wheels, wellness workshops, and more, Senior Services can meet the needs of thousands of seniors.

ENHANCE FITNESS

4 locations host Enhance Fitness classes. This program touts low-cost, evidence-based group exercise that helps older adults at all fitness levels become more active, energized, and empowered to sustain independent lives. Classes meet three times a week for an hour, and participants' progress is followed through fitness checks.



FALLS PREVENTION



111 seniors participated in the Fall Prevention event this year at the Chesapeake UME Center. During this event, many health professionals and universities completed health screenings for vision, hearing, blood pressure, cholesterol, glucose, balance screens, and medication reviews.

SELF-MANAGEMENT WORKSHOPS

23 Chronic Disease and Diabetes Self-Management workshops were held in Fiscal Year 2017. The Chronic Disease Self-Management workshops help participants learn how to better manage their disease. The program offers small group discussion, problem solving, and small goal setting. Diabetes Self-Management workshops help with things such as menu planning, proper diet and carbohydrate intake, blood sugar levels, and sick days. Each program is sponsored by the Virginia Department for Aging and Rehabilitative Services and Live Well, Virginia!

MATTER OF BALANCE

10 Matter of Balance workshops were held in Fiscal Year 2017. This award-winning, eight-week program is designed to manage falls and increase activity levels. It includes a workbook designed for home awareness of trip hazards, safety tips, and how-to's to keep seniors safe and fall free.

SENIOR WELLNESS CENTERS

14 senior centers in South Hampton Roads and Western Tidewater are served by Senior Services. They provide an atmosphere for socialization and opportunities to maintain health, independence, and social activities. The centers offer a variety of programs for seniors including games, meals, classes, shopping, field trips, holiday celebrations among other special events and programs. Senior Services also provides roundtrip transportation to and from some of these centers depending on location.





Senior Services recognizes that older adults living in nursing homes are often vulnerable and not able to speak up for themselves. Many do not have family or friends who can speak on their behalf. To this end, the agency has programs to give voice and support to these seniors.

SERVICES AND **SUPPORTS**

CARE TRANSITIONS

518 people in South Hampton Roads and Western Tidewater received home visits by a Care Transitions nurse. This award-winning program helps clients gain confidence and the skills they need to take charge of their health after returning home from a hospital stay. Coaches help seniors understand their medicines, identify symptoms, and give them the tools needed to best communicate with their doctors and healthcare professionals.

CARE COORDINATION

23 clients were helped through the Care Coordination program. Through this program, home-based assessments are performed, and plans of care are customized by staff to meet the needs of each individual in the program. Care coordinators meet with clients and their caregiver families to explain resource options for physical, medical, financial, and emotional needs; coordinate with other agencies; and provide support to existing caregivers.

SENIOR ADVOCATE OMBUDSMAN

1,800 hours were contributed by Senior Advocate Ombudsman volunteers on behalf of residents in long-term care facilities. Through this program, volunteers work with residents of nursing homes to resolve and mediate their complaints.

RESOURCE SPECIALISTS

5,628 individuals were provided with information and assistance by a resource specialist. Our resource specialists are community resource experts. They receive calls from older adults, family caregivers, other professionals, and the general public looking for where to go for help or how to find certain resources.

BENEFITS COUNSELORS

3,500 Medicare benefits inquiries were responded to by Senior Services' benefits counselors. These counselors are available to help sort through Medicare options and assist in applying for benefits.

HAYDEN VILLAGE CENTER

Construction to rehabilitate the historic Hayden High and Junior High School building in Franklin, Virginia, into the Hayden Village Center has restarted. The project is expected to be finished in late summer 2018.

Hayden Village Center is a project of Hayden Village Associates LLC, formed as a partnership for the purposes of the rehabilitation between Senior Services and Luna Development Services LLC of Norfolk. Construction under Ashett Construction resumed late this past summer. Virginia Community Capital Inc. and Local Initiatives Support Program worked with Hayden Village Associates to put together the finance package necessary to resume and complete the work on the project. Commonwealth Advisors is the historic tax credit consultant, and Commonwealth Preservation Group acts as the historic architectural consultant.

When it opens, the building will be a mixed-use space housing affordable, one-bedroom senior apartments, and in conjunction with master tenant Senior Services, a web-based No Wrong Door access center for aging and disability services and flexible commercial rental space available for other community health services. On weekdays, the historic school's gymnasium will house Senior Services' senior nutrition and wellness program center, which is presently housed across the street at the Dr. Martin Luther King Jr. Community Center. It will be made available in the late afternoons and weekends for youth basketball and other community activities. A commercial-grade limited warming kitchen will be available to support the food service needs of Senior Services' daily senior luncheon program as well as community and business meetings.



BY THE NUMBERS

49,561 total square feet

17,207 square feet of flexible commercial rental space for community health services

27 senior apartments

7,680 square feet gymnasium for community activities

Della Irving Hayden

The building, listed on the Virginia Landmarks Register, was named for Della I. Hayden. She was the daughter of a freed slave, 1877 Hampton Institute (now University) graduate, the first woman principal of the Virginia Normal and Collegiate Institute (now Virginia State University), and founder of Franklin Normal School—a private boarding school for African American girls where boys were eventually allowed to attend during the day—in 1904 nearby the site of the existing high school. She served as principal of Franklin Normal School until her death in 1924. In 1953, Franklin built a new high school for African American students and named it in Hayden's honor. The building later became a junior high school, and then was closed in 1986.





MAKING A DIFFERENCE VOLUNTEERS

Much of Senior Services' success is due in part to Senior Services' volunteers. More than 200 volunteers spend tireless hours in the offices, in the communities the agency serves, and supporting staff at agency special events.

This past fiscal year, Senior Services bolstered its volunteer program by becoming a Service Enterprise certified organization, hiring a volunteer engagement specialist, and utilizing a new volunteer management tool.

Led by the Points of Light organization, the Service Enterprise Initiative helps nonprofits like Senior Services meet their missions by leveraging volunteers and their skills. As of Fiscal Year 2017, Senior Services was one of 14 organizations in Virginia that holds this certification. Through a comprehensive assessment, training, and coaching; certified organizations are equipped to engage and manage volunteers more effectively to meet community needs.

Additionally, the agency's new volunteer engagement specialist, Kelley Russo, has worked to make sure Senior Services attracts and utilizes the best, volunteer talent. Russo brings years of experience in special education and as a volunteer coordinator to this position.

She also has introduced the agency to Better Impact, an online volunteer management software. Through Better Impact, volunteers can better engage Senior Services using a customizable online portal that has scheduling, tracking, reporting, and communication capabilities and more. Russo also started holding volunteer orientations on the second Tuesday of each month, which then became an online eLearning module through the Better Impact software.

Thanks to her efforts and the volunteers' dedication, Senior Services is able to help even more seniors in its communities.



Kelley Russo





SENIOR COMPANIONS

Part of a federally funded, stipend-paid volunteer program, 59 Senior Companions—volunteers 55+—served 66,035 hours with seniors living throughout the South Hampton Roads in the past fiscal year. Senior Companions are partnered with other senior adults who simply need companionship and a helping hand. Volunteers also offer family caregivers the opportunity for much needed respite.



SENIOR ADVOCATE OMBUDSMAN

In the past fiscal year, 15 senior advocate ombudsman volunteers spent 1,800 hours consulting and visiting with residents in long-term services and supports facilities. These volunteers served to represent the expressed concerns of consumers receiving long-term services and supports.



COMFORT CALLS

Through this program, 25 volunteers along with community partner volunteers make biweekly check-in calls after Meals on Wheels deliveries to ensure all is well with senior clients.

UNITED DAY OF CARING

As part of the United Way of South Hampton Roads' National Day of Caring on Sept. 8, 2017, volunteers from GEICO, Sentara Enterprises and Sentara Norfolk General Hospital, and The Journey Church delivered emergency meals and storm

supplies to more than 300 homebound seniors in preparation for hurricane season. A sponsorship from Anthem Healthkeepers and donated space at the Interstate Commerce Center (ICC) complex from Catherine Neprud and Shellie Brunn with Commonwealth Commercial helped make this happen.

HOLIDAY HELP

In December 2016, volunteers from Anthem, Inc. hosted their annual holiday party at the Dr. Clarence V. Cuffee Community Center in Chesapeake, Virginia, for the sixth year for about 100 seniors who regularly participate in Senior Services' weekday wellness and nutrition center programs. The Anthem volunteers served the holiday meal, treated the seniors to activities, and brought lots of gifts.

SENIOR SERVICES STAFF GIVE BACK

During the holidays in 2016, Senior Services staff collected 2,811 nonperishable items for the Foodbank of Southeastern Virginia. Additionally, the agency supported its Center for Aging neighbor Alzheimer's Association Southeastern Virginia Chapter by putting together a team to participate in and raise funds for the Walk to End Alzheimer's in Virginia Beach and hosting a paint night fundraiser. Collectively, the agency raised \$1,615 for the chapter. Staff also donated \$7,306.96 in United Way pledges back in the community.



EVENTS

TO RAISE MONEY THE ART OF HEALTHY AGING PRE-EVENT FUNDRAISING RECEPTION

On Nov. 9, 2016, a reception was held in honor of Dr. Leisa Easom, who was to be the keynote speaker for the next day's 2016 Art of Healthy Aging Forum & ExpoSM. Dr. Easom is the executive director of the Rosalynn Carter Institute for Caregiving and Pope Eminent Scholar at Georgia Southwestern State University. The event was held at the DoubleTree Hotel in Virginia Beach, Virginia, and featured an exhibition of photography titled *Caregiver Experience Through the Lens* by Dr. Michael Geller. He is a former associate chief of staff for geriatrics and extended care at the VA Medical Center in Hampton, Virginia, and a former interim director of the Glennan Center for Geriatrics and Gerontology at the Eastern Virginia Medical School. Dr. Geller's photographs feature caregivers who care for chronically ill family members in their homes. Proceeds from the event, sponsored by Bon Secours, benefited Senior Services.

MARK TWAIN

To raise money for the Senior Companion Program, Senior Services called on an American literary legend ... of sorts. The agency hosted "An Evening with Mark Twain and Friends" on Sept. 28, 2017, at the Suffolk Center for Cultural Arts. During the event, sponsored by Virginia Eye Consultants, actor Ryan Clemens, a direct descendant of Mark Twain, entertained as the famous writer (whose real name was Samuel Clemens), joined by Reg Lanning on banjo and Samuel Flint singing, as the audience watched and enjoyed Southern treats from Twain's era, including his favorite cocktail. In addition, attendees got to enjoy a private showing of the Turner Sculpture gallery exhibit *From Concept to Creation ... Nature in Bronze*.



DANCING WITH SENIORS

In 2017, more than 100 area seniors participated in the "Dancing with Seniors" program, sponsored by Senior Services, Atlantic Shores Retirement Living, and the Sandler Center Foundation. In its fifth year, the program provided free dance classes for adults 55+ from February through May and culminated with a prom. The demand for enrollment was so large in 2017 that a second session of classes had to be scheduled.



...AND TO **HAVE FUN**



ANNUAL MEETING

Senior Services' 2017 Annual Meeting was a celebration, marking its 45th year. Held at the Marriott Chesapeake on Jan. 26, 2017, the event welcomed new board members and the 2017-2019 slate of officers. Atlantic Bay Mortgage Group received the President's Award for Volunteerism, and Mike Aschkenas, board member, received the Crystal Award for service to seniors. Keynote speaker Sandy Markwood, the CEO of the National Association of Area Agencies on Aging, shared her vision in assuring seniors age with good health, independence, and quality of life and commended Senior Services for the work its done in the past 44 years.



THE ART OF HEALTHY AGING FORUM & EXPOSM

For the fourth year, Senior Services hosted The Art of Healthy Aging Forum and ExpoSM on Nov. 10, 2016. Presented by Humana and supported by a host of other sponsors, the theme was "The Joys and Challenges of Caregiving." Rosalynn Carter Institute of Caregiving's Executive Director Dr. Leisa Easom gave the keynote address, and three local caregivers—Lyle Barstow, Kerri Hagner, and Valerie Jennings—were honored for their hard work and dedication during the "Salute to Caregivers" sponsored by Optima Health and Sentara Healthcare. Approximately 350 seniors and their family members attended a choice of five topical workshops, had the opportunity for numerous health screenings, and visited with 72 vendors offering valuable services and resources in the exhibition hall.



WESTERN TIDEWATER "THE ART OF HEALTHY AGING FORUM & EXPOSM"

On April 7, 2017, an about 150 seniors filled the Paul D. Camp Workforce Development Center in Franklin, Virginia, for the Western Tidewater "The Art of Healthy Aging Forum & Expo." The fun-filled, sold out event was an interactive day of information, entertainment, prizes, and more. Sponsored by the Franklin Redevelopment and Housing Authority, Suffolk Department of Social Services, The Village at Woods Edge, and Keurig Green Mountain, the day boasted 38 vendors, health checks, exercise, music, and a marketplace of goods.

COMMUNITY **SUPPORT**



KIDS GIVE TO SENIORS

The third graders in Sandra Masterman's class at Norfolk Christian School were all heart and ears when they learned about seniors from Iris James, the community outreach representative for Senior Services. Last school year, the students had been working on a project on senior citizens. They had a read-a-thon to pay for the publishing of biographies they'd written about 18 residents of Province Place at DePaul. During their conversation with James, the students wanted to learn more about Senior Services and aging. James shared with them information on SSSEVA's programs and services and how the agency serves the community. They were so moved by what SSSEVA does that they wanted to help. The third graders donated \$530, a portion of the proceeds from their book sale to the agency.



'TIS THE SEASON TO BE CHARITABLE

Every year, Senior Services is grateful for local businesses who step up to help seniors during the holiday season. On Nov. 17, 2016, Rose & Womble's Suffolk office hosted a turkey drive. Traditional holiday foods were donated to be distributed to isolated and at-risk elderly individuals and families. The Senior Services' care coordination team was able to deliver meal packages to 22 clients.

In December 2016, Atlantic Bay Mortgage Group Virginia Beach gave through its philanthropic arm, Atlantic Bay Cares. Through its annual Senior Wish List program, Senior Services was able to deliver hundreds of presents to local seniors. Then additional hundreds of gifts were distributed to even more seniors thanks to the Tidewater Finance Company's Angel Tree program.

MICROWAVE DONATIONS

During National Nutrition Month and as a part of the March for Meals campaign, members of the BNI Beyond Excellence Membership donated microwaves to Senior Services for distribution to low-income Meals on Wheels clients who had no easy way to heat food.





Senior Services is grateful for the contributions and grants it received during the past fiscal year 2016-2017, Oct. 1, 2016, through Sept. 20, 2017. The agency wants to thank the following individuals, businesses, and charitable organizations whose support and generosity allow it to carry on its mission and develop the critical partnerships necessary to meet the challenges ahead.

Charitable Organizations

Anonymous
Cape Henry Rotary Club
Franklin-Southampton Area
United Way
Franklin-Southampton Charities
National Lutheran Communities &
Services
Obici Healthcare Foundation
Peninsula Community Foundation
of VA, INC
Sentara Health Foundation
Southeast Virginia Community
Foundation
Southeastern Insurance
Suffolk Foundation
The Benevity Community Impact
Fund
United Way of South Hampton
Roads
Virginia Eye Consultants
Walmart Foundation

Businesses and CFA Community Partner Organizations

AAA of Tidewater Virginia
AARP Virginia
Advent Episcopal Church
Aetna Better Health of Virginia
All About You Home Care
Services
Altmeyer Funeral Home
American Legion Auxilliary #73
Anthem HealthKeepers Plus
Aramark
Atlantic Bay Mortgage Group
Bank Street Memorial Baptist
Church
Big Ugly Brewing Company
Bottom Line Accounting
Brightstar Healthcare
Calvary Revival Church
Checkered Flag Motor Car
Co., Inc.
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Senior Services CEO John Skirven, right, accepts a donation from Tidewater Korean Baptist Church Senior Pastor Joseph Nak Hyun Cho on behalf of the church and Tidewater Senior Center in support of Senior Services' Meals on Wheels program.

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DaVita Chesapeake Dialysis Center honored Senior Services as its Sending Ripples of Community Citizenship recipient in January 2017. This recognition came with a check for \$1,000. Pictured left to right: Senior Services CEO John Skirven; DaVita dietician Keisha Joyner; DaVita administrative assistant Michelle Evans; DaVita's Katrina Claiborne, PCT; DaVita's Tameika Lassiter, RN, facility administrator; DaVita's Grace Norton, MSW; and Senior Services director of transit Donnie Perry.

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* Senior Services also thanks the many donors to the United Way's Combined Charities Campaign who wish to remain anonymous. It greatly appreciates their support.

As always, Senior Services would like to express its gratitude to all of the many generous donors who wish to remain anonymous and apologizes in advance to anyone whose name may have been inadvertently left off of this list.




Senior Services of Southeastern Virginia

GRANTS

- ★ \$15,000 Senior Wellness Promotion from City of Chesapeake Human Services
- ★ \$10,000 Local Contribution Request/Nutrition and Senior Companion Program from City of Suffolk
- ★ \$48,934 Local Contribution Request/I-Ride from Isle of Wight County
- ★ \$6,659 Local Contribution/I-Ride from City of Franklin
- ★ \$10,000 Local Match \$6,643 direct services/\$3,357 I-Ride from Southampton County
- ★ \$61,662 Local Contribution/I-Ride, SCP, Benefits Counseling, Ombudsman, Community Partners from City of Virginia Beach COG
- ★ \$30,000 Local Contribution/MOW from City of Norfolk Human Services Grant
- ★ \$5,000 Medical Transports (Suffolk rides only) from Suffolk Foundation
- ★ \$275,000 Capital Grants (5 vehicles) from VA DRPT FTA Section 5310
- ★ \$93,370 Mobility Management Grant – Western Tidewater from VA DRPT FTA Section 5317
- ★ \$19,994 Senior Transit in Metro Area from VA DRPT FTA Transportation Grant
- ★ \$6,000 I-Ride Transit from Franklin-Southampton Area United Way
- ★ \$2,500 Meals on Wheels from Cape Henry Rotary
- ★ \$30,585 SCP/Benefits Counseling from United Way of South Hampton Roads Recertification
- ★ \$301,413 Senior Companion from CNCS-Senior Companion Program
- ★ \$9,000 VA DSS from NAP Tax Credit
- ★ \$500 Virginia Beach Meals on Wheels from VB Task Force on Aging
- ★ \$5,000 Senior Companion Match from Southeast Virginia Community Foundation
- ★ \$12,500 Wellness Centers from National Lutheran Communities & Services – Community Impact Grant
- ★ \$20,000 Suffolk Jurisdiction Grant (Congregate/Home Delivered Meals) from City of Suffolk

WAYS TO GIVE

- ★ Make a contribution to the Annual Fund.
- ★ Designate your United Way contribution to Senior Services of Southeastern Virginia.
- ★ Give an honorarium or memorial contribution.
- ★ Contribute a planned gift or bequest.
- ★ Make a secure donation online at www.ssseva.org.
- ★ Designate your *smile.amazon.com* purchase contributions to Senior Services of Southeastern Virginia. 

LEAVE A LEGACY GIFT

Make Senior Services a part of your estate plan and create an endowment fund that will benefit the region's seniors for years to come. Contact Debbie Schwartz, Senior Services director of development, at dschwartz@ssseva.org or call 757-461-9481 ext. 520.

LOOKING **AHEAD**

A COMMITMENT TO SERVING THE NEEDS OF OUR REGION'S AGING MILITARY VETERANS

While Senior Services has always served the needs of aging military veterans living in its service area, in 2018 the agency will focus on identifying and addressing the unmet needs or service gaps for the many older American veterans in South Hampton Roads and Western Tidewater. As part of its Strategy 2017-2020 priorities, Senior Services' staff and board have begun to develop working relationships with local and regional nonprofit and government organizations whose missions are to serve veterans.

In collaboration with Mission United of the United Way of South Hampton Roads and Virginia Veteran and Family Support East Region, a division of the Virginia Department of Veterans Services, Senior Services is connecting with organizations such as the Hampton V.A. Medical Center, local Veterans of Foreign Wars, Disabled American Veterans, Portsmouth Area Chapter of the Military Officers Association of America, Military Women of Virginia, U.S. Coast Guard Station Portsmouth, Fleet and Family Support Center, Korean War Veterans Association, and more. It also has included the offices of U.S. Congressional elected officials in the conversation.

While the initiative is still in its early stages and the organizations are still getting to know one another, the initial feedback from those who Senior Services has connected with thus far has been extremely positive. The agency has already learned that transportation is an urgent need. Like all seniors who wish to remain in their own homes, elderly veterans who can no longer drive also need a way to get to medical appointments, the grocery and drug stores, etc. This is a need that Senior Services can quickly respond to through its I-Ride Transit services.

Senior Services has also begun discussions with the Veterans Health Administration, Office of Geriatrics, and Extended Care about becoming a Veteran-Directed Home and Community-Based Services (VD-HCBS) network provider. The VD-HCBS provides veterans with the opportunity to receive home- and community-based services that allow them to live independently in their homes. The program enables enrolled veterans to manage their own monthly budget and directly hire workers and/or purchase goods and services to meet their needs. To be eligible, Senior Services must be ready to demonstrate that it has the capacity to implement VD-HCBS and begin facilitation of the services in a self-directed manner for the benefit of enrolled veterans.





SUPPORT FOR CAREGIVERS

The role of the family caregiver can offer great satisfaction but comes with great demands and in many cases with great sacrifice to one's own personal situation, finances, and lifestyle. Some caregivers take on the role gradually as the needs of their elderly or disabled family members increase, eventually becoming a full-time responsibility that greatly impacts their own family and employment situation. Some are fortunate to share the responsibilities with other family members. No matter how one comes to the role, research shows that few jobs are as demanding, and outcomes indicate that the burdens placed upon unpaid family caregivers eventually take a physical, emotional, and psycho-social toll on the caregivers themselves.

As individuals take on the role, there is much to learn. To provide the best care for their family member while ensuring their own self-care, Senior Services knows that it is vital that family caregivers have access to information, respite, and support available from aging and disability agencies in their community—organizations like Senior Services.

Over the next three years as directed by its strategic priorities, Senior Services will work to expand its menu of services for caregivers. It will continue to grow and promote its evidence-based wellness classes. It is exploring collaborative opportunities with community partner organizations to meet the urgent and growing demand for expanded adult day health care, respite, caregiver education, and peer-to-peer support groups.

IN CLOSING

Senior Services knows that for South Hampton Roads and Western Tidewater to remain a livable community for persons of all ages and disabilities, organizations like Senior Services must maintain a leadership role. It needs to engage its organization's board and community partners to continuously promote and advocate for the needs of its senior and disabled citizens, increase engagement with local officials, and work to sustain a quality-delivery system and relevancy to seniors and their caregiver families. The organization's leadership looks forward to the challenge and the road ahead.



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- ▼ **Facebook** at www.facebook.com/SSSEVA
- ▼ **LinkedIn** at www.Linkedin.com/SSSEVA
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Portsmouth and Virginia
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Franklin 757.569.8206

Isle of Wight 757.357.4050

Suffolk 757.925.1449

**Senior Advocate
Ombudsman Program**

757.461.9481 or

1.800.766.8059



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