

2020

*Keeping You Healthy, Active, & Engaged*



# Annual Report



Steve Zollos, Chief Executive Officer, Senior Services of Southeastern Virginia

2020 presented us with truly extraordinary year. COVID-19 changed our country, our community, and our organization as we shifted gears to meet the needs of the most vulnerable population — our older adults.

These extraordinary times were met with extraordinary deeds by some very extraordinary people.

Today we want to recognize these extraordinary people — our staff who were our first responders. These are our drivers, schedulers, our Meals on Wheels team, senior center staff, resource specialists, options counselors, senior companions, benefits counselors, development team, finance team, our supervisors and our directors. While the pandemic changed the way we work, play, and live our lives, they remained on the front lines to keep our community safe and our older adults healthy, active and engaged.

## 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.*



Kathy McVey, President of the Board of Directors for Senior Services of Southeastern Virginia

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On behalf of the board of directors, I'd like to thank you for tuning in to our annual report. I am so proud to be a part of this extraordinary Senior Services of Southeastern Virginia team.

Although we are proud of the data presented here today, our value cannot be calculated by numbers alone, but by the lives that are changed for the better.

As you will see throughout our annual report, we receive many letters of thanks from our older adults in our community this year. Their words serve as a further testament to the exceptional work of our 100 dedicated employees and scores of volunteers.

I hope you will enjoy this quick look back at 2020. Thank you for your ongoing support of the work we do at Senior Services of Southeastern Virginia.



# The Shaking

2020 was an Earth-shaking year as a global pandemic and the recognition of widespread social inequity shook the foundations of nations around the world, our country, and South Hampton Roads. Senior Services met these challenges head-on, as heroes — our staff — stepped up to meet every challenge.

- **76** individuals from our staff came together for two listening sessions to better understand one another and to determine our response to the call for social equity and racial unity.
- Our team determined that our best course of action was to 'be the change we wanted to see' by demonstrating social equity to each other and our community.
- It's just like a hero to take it upon themselves to be the change they want to see.

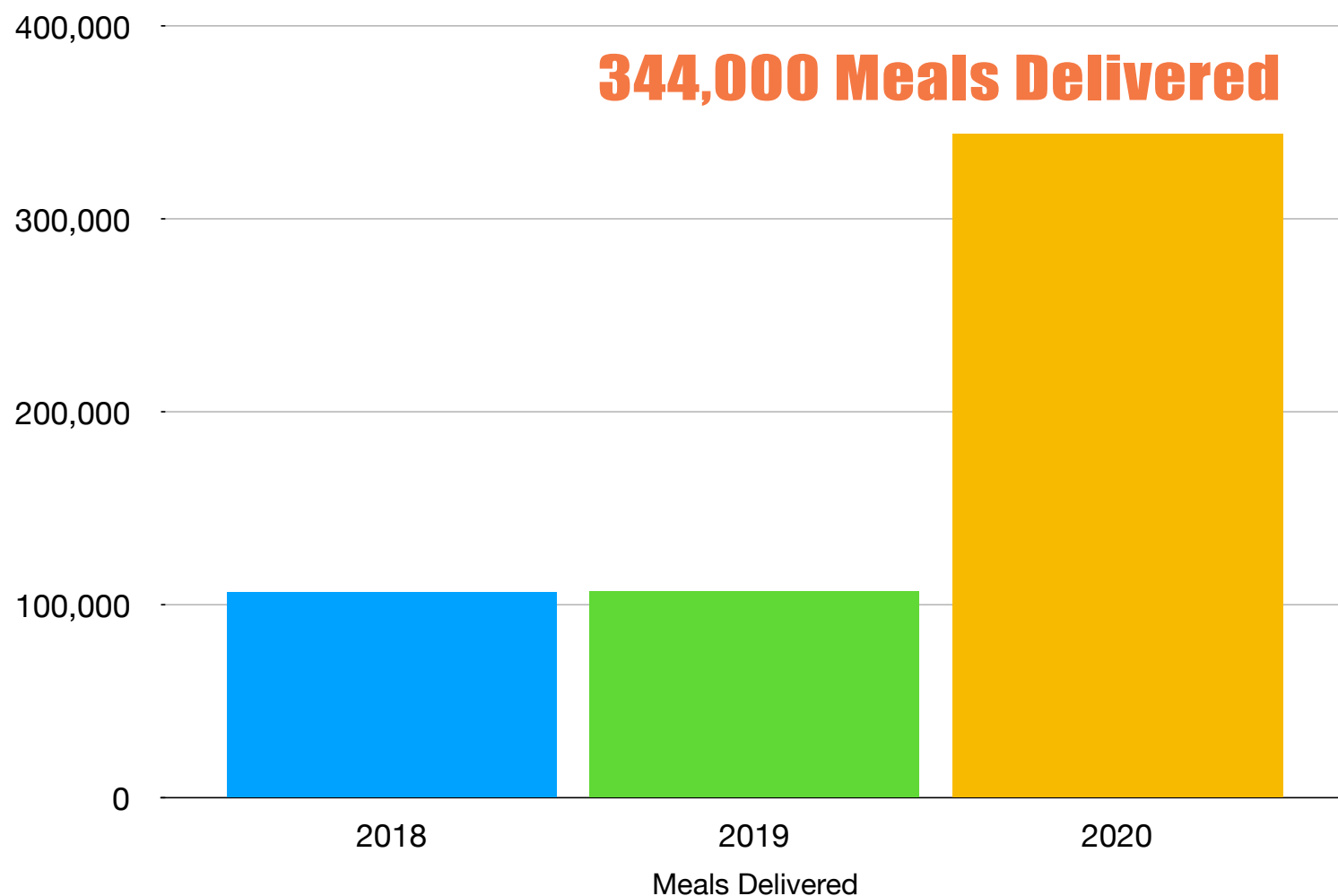




# All Hands on Deck

Our Senior Services transportation team shifted gears from delivering people to making no-contact deliveries of meals, PPE items such as masks and disinfectant, and personal care items like toilet paper and personal hygiene products. This was a herculean effort.

- **260,011** Official Home Delivered Meals FY20
- **29,293** Congregate Meals FY20
- **15,050** Immediate Need Senior Housing Meals FY20
- **344,000** Total Meals 3/1/20 – 2/28/21 Annualized
- **2,685** seniors received meals
- **670+** seniors received personal care items
- **80** seniors received PPE (personal protective equipment)



## Shifting Gears in a Herculean Effort





# Fighting Social Isolation

The stay-at-home order forced us to work from home, but for many older adults it meant social, physical, spiritual, and psychological isolation. Thankfully, even with extended stay-at-home orders, our heroes were there to help older adults remain healthy, active, and engaged.

- **4,581** activity packets provided for cognitive stimulation and interactive fun
- **10,677** wellness check calls were made to check for any unmet needs and to reassure our older adults that someone cares for them.
- **627** seniors participated in the Senior Farmers Market
- **15** evidence-based wellness workshops were held in FY2020 with a total of 82 sessions and 189 participants





# Benefits Counselors

Our Benefits Counselors proved themselves true champions as they faced the challenge of serving thousands of Medicare benefits clients by phone and computer in 2020 instead of providing face-to-face assistance. As a result, they were able to save older adults over \$750,000 during the open enrollment season.

- **1,797** clients provided with benefits counseling
- **3,236** sessions for Medicare counseling
- Over **\$750,000** saved during open enrollment season



**Providing Vital Counseling**



"I recently turned 65 and just found myself in a situation of having my job eliminated after 20 years of employment with the same employer. As you can imagine, this was devastating. I realized that I now needed to consider Medicare. Diane was extremely informative and patient. My husband asked many questions, and she was able to answer his questions very well. We would like to commend her for her performance and great customer service that she provided to us during our meeting. Thank you for employing such a wonderful individual!"



"God has showered us seniors with blessings through you. Thank you, thank you for all you've done and are still doing to help us through this difficult time!"

"Thanks for working so tirelessly to support and encourage us during these challenging times."







“The drivers are so kind and caring, especially since I live further out in the country and it’s probably no “picnic” for them.”



“Thank you very much [for] your thoughtful gestures, gifts and treats.”



“Thank you for all the calls checking on me. Thank you for the beautiful card you sent and the gift in the bag.”



“Thank you for the good dinners I receive, you make me feel good for being a senior. Thanks for caring.”

# Answering the Call

Can you imagine taking over 22,000 phone calls from a community in need? That's what our wonderful resource specialists did in 2020. They were working extra hard to line up the proper service for each request.

- We received **22,167** calls for assistance
- **8,801** calls for Long Term Care
- **12,100** calls for Transit
- **1,266** calls for Wellness programs

## *Hero Spotlight: Resource Specialists*

- **3,319** individuals were provided with information and assistance by our resource specialists.

## *Hero Spotlight: Options Counselors*

- **3,625** referrals were made to ensure the essential needs of older adults were met.
- **579** clients were helped through the Options Counseling program.



# Answering the Call Part 2

Each year, the Center for Aging staff run across a wide spectrum of needs out in the community. In 2020, this incredible team provided companionship, help returning to the home after hospital stays, personal care, homemaker assistance, respite for weary caregivers, and even providing assistance when emergencies arise, like the loss of heat in winter, air conditioning in the summer, and flooded homes during storm season.

- **80,000** hours of care to older adults
- **808** individuals received Care Transitions Interventions
- **10,625** hours of care provided through the Personal Care Program
- **7,125** hours of respite care provided through the Respite Program
- **61,380** hours served by Senior Companions
- **1,487** hours of care provided through the Homemaker Program.
- **\$59,000** spent in emergency relief



**Responding to Every Need**



# In This Together

Community support is essential to our service delivery model, and this year, support from the community was both super and heroic. Our volunteer forces swelled from 150 in 2019 to an astonishing 441 superheroes in 2020.

- **441** individuals volunteered
- **14,393.28** hours served by volunteers
- **3,500** Comfort Calls made
- **800** activity and health kits delivered
- **10,000** pounds of household supplies delivered
- **92,286** meals delivered by volunteers





# Hayden Village Center

This year we opened Hayden Village Center, our first step into affordable senior housing. Our incredible team transitioned offices, consolidated services, and jumped into senior housing in 3 short months.

- **28** Senior Apartments
- Primary Care Center
- Food Pantry
- Transportation Hub
- Senior Services Office



**Affordable Senior Housing**





# Opportunity Knocks

What's next for our superheroes after 2020?

First, we have reached out to our local, state, and federal leaders letting them know that we are ready and available to help with the rollout of the Covid-19 vaccine.

Next, due to the changes our community has gone through this past year, many older adults are ready to learn and embrace technology.

Senior Services of Southeastern Virginia is spearheading the HealthWise Connectivity Project — pairing coaches with older adults to teach them how to use technology —in conjunction with Prime Plus Senior Center, Westminster Canterbury Retirement Community, EVMS, and the Birdsong Foundation.

The super-heroes in our transportation department are hoping to implement a new service called “I-Ride Now” that will allow more older adults to utilize our services than ever before.





“Thank you for the many meals you delivered! You are a bright spot in today’s topsy turvy world!”



“Thank you for your assistance with this patient.... It was her 1st night in several weeks that she didn’t have to sleep in a booth at Burger King. Thank you for going above & beyond for this lady!”

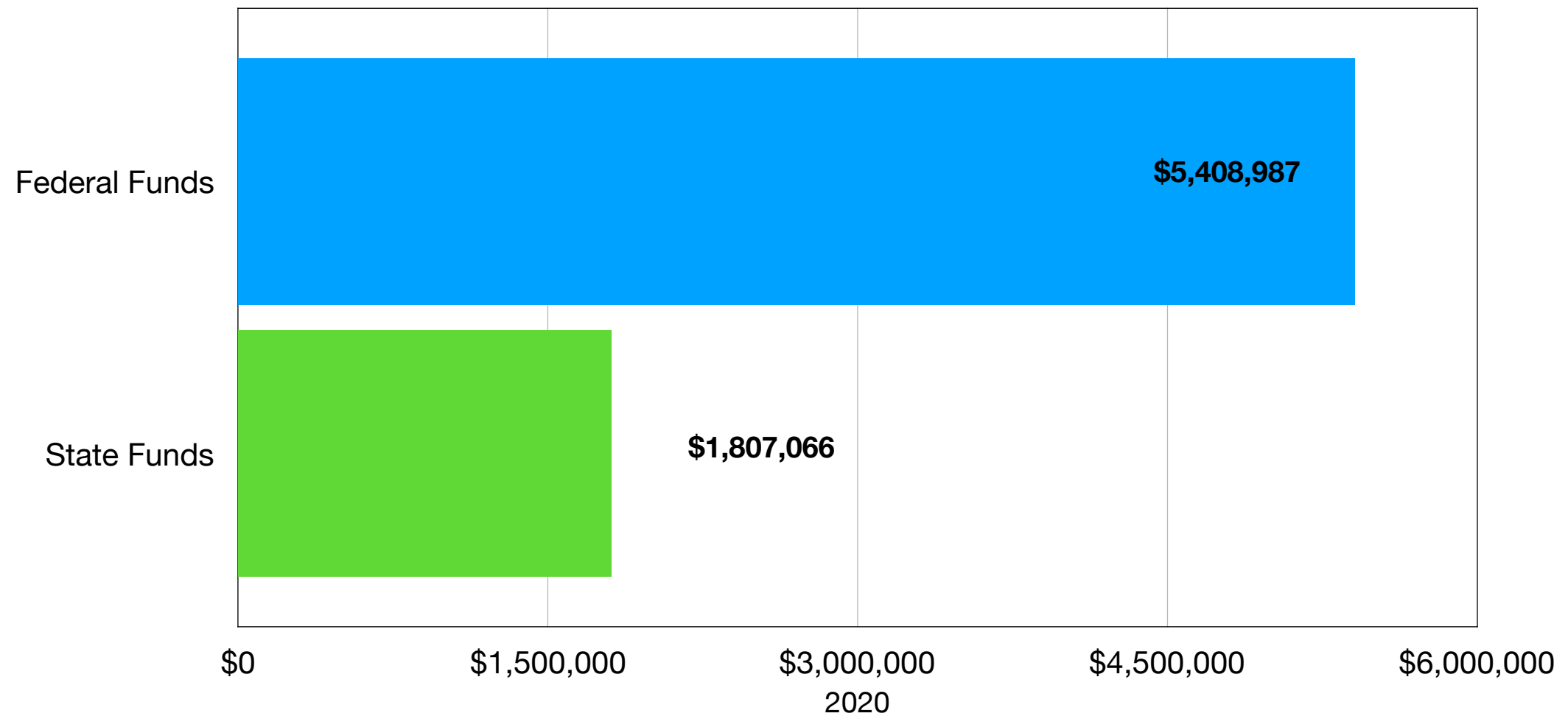
“Thank you for getting me to my doctor’s appointment and back home safely. You’re terrific.”



“Because of your compassion and services for the aging, I live a happier and healthier life! Thank you, everyone!”

# Revenues & Expenditures

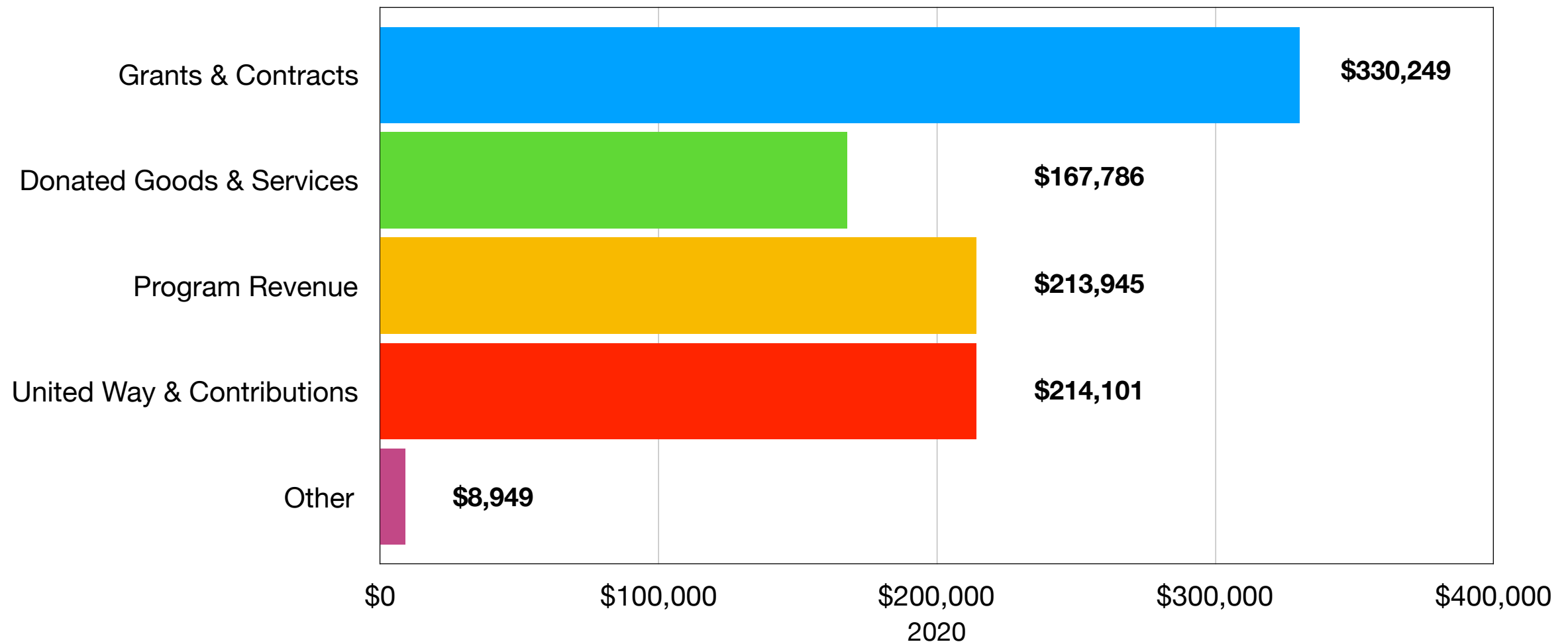
## State & Federal Support





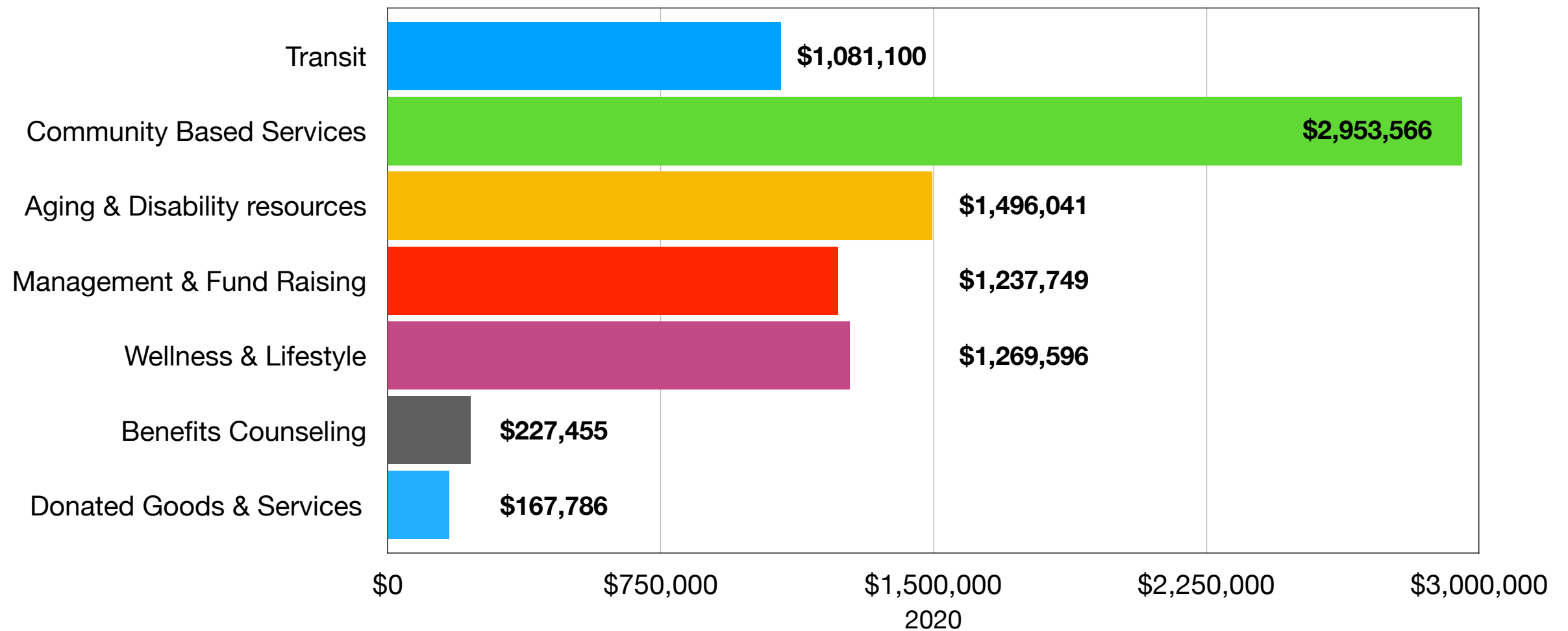
# Revenues & Expenditures

## Other Sources of Revenue



# Revenues & Expenditures

## Expenditure by Service Priorities





# Board of Directors

## Board Members

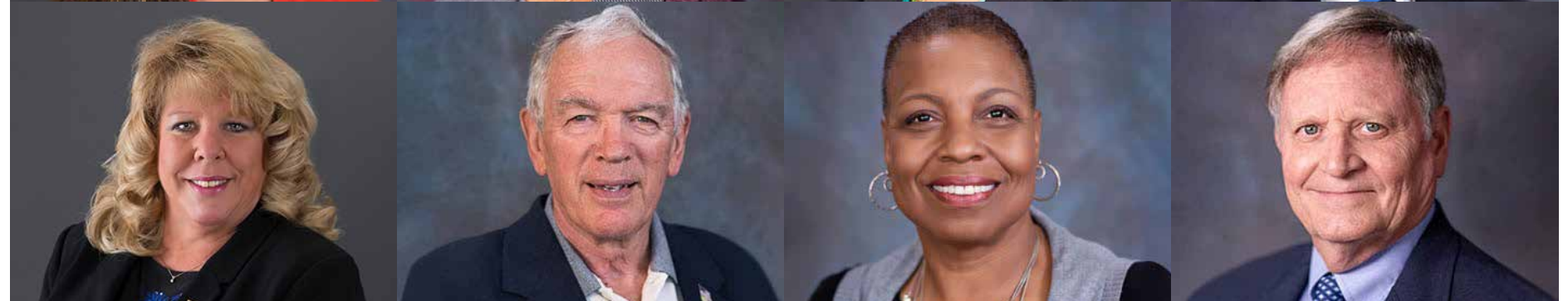
### Row 1

Annie Alexander  
Lynn Briley  
Shernita Bethea  
Keith Cannady



### Row 2

Cathy A. Dalton  
Herb DeGroft  
Lori Hasty  
Robert Holt



### Row 3

Hope Lomax-Jones  
Desireé Key  
Bob Lougen  
Evelyn C. McCullough



### Row 4

Kathy McVey  
Terreque Paige  
Joice Whitehorn  
Caryn West (not shown)  
Steve Zollos, Ex Officio





# Our Programs & Services

## Senior Services

Advocacy  
Care Coordination  
Care Transitions  
Meals on Wheels  
I-Ride Transportation  
In-Home Services  
Medicare Benefits Counseling  
Options Counseling  
Senior Advocate Ombudsman  
Senior Companions  
Volunteer Opportunities  
Wellness Centers  
Wellness Classes





# Contributions & Grants

Senior Services of Southeastern Virginia is grateful for the contributions and grants we received in 2020. Your generosity ensured the health and safety of thousands of older adults throughout our region.

On behalf of our board of directors and staff, we “thank you.”

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## Leadership Circle

TowneBank

## Patrons Circle

Ironclad Technology Services

William Roman and Joseph Forti

## Heroes Society

Elizabeth River Crossings

Hampton Roads Community Foundation

United Way of South Hampton Roads

Virginia Natural Gas



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## COVID Response

Bank of America

Blue Wave Volunteers

Congregation Beth El

Deloitte US

Elizabeth River Crossings LLC

Food Bank of Southeastern Virginia

FOR KIDS

Hampton Roads Community Foundation

Hampton Roads Workforce Center

MaskForce

Nancy Rojas

New Creation United Methodist Church Mask Force

Obici Healthcare Foundation

Optima Health

PrimePlus at the M. E. Cox Center

Senator Jen Kiggans (7th Dist. VA)

Sentara Healthcare

Silverback Distillery

The Begin Again Foundation

The Blocker Foundation

The United Way of South Hampton Roads

Vikki Broyles & Marie Scalco

Virginia Beach Christian Church

Virginia Natural Gas

Volunteer Hampton Roads

Wave Church



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## Grants

Camp Family Foundations

Cape Henry Rotary

Dominion Foundation

GEICO Foundation

GLICK Philanthropies

Hampton Roads Community Foundation

Impact1890

Sentara Foundation

The Suffolk Foundation

United Way of South Hampton Roads

VHDA Reach Sponsorship 2019

Virginia Beach Task Force on Aging

Virginia DRPT - 5317 New Freedom Mobility Management FY21

Virginia DRPT FTA Sec. 5310 Capital Grant

Workforce Development Council



# Donors & Sponsors

Senior Services of Southeastern Virginia is grateful for the support of our sponsors and donors in 2020. Through your support we were able to serve thousands of older adults throughout our region.

On behalf of our board of directors and staff, we “thank you.”

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## Annual Fund Campaign Donors

Thank you to the hundreds of donors who contributed a total of **\$87,212** to our annual campaign.

## 2020 Annual Meeting Sponsor

- UnitedHealthcare

## 2020 Summer Series Sponsors

- AARP Virginia
- Anthem HealthKeepers Plus
- Wagner Macular and Retina Center

## Business and Partner Organizations

- Atlantic Bay Cares Foundation
- Rose and Womble Realty
- Virginia Beach Antique Mall

## The United Way of South Hampton Roads Employee Campaign

Thank you to all those generous donors who contributed a total of **\$11,409** to Senior Services.

### *Title VI disclaimer*

Senior Services of Southeastern Virginia is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964. For more information or to file a complaint, call us at 757-222-4517, email [dtaylor@ssseva.org](mailto:dtaylor@ssseva.org) or write us at Senior Services of Southeastern Virginia c/o: Human Resource Director, 6350 Center Drive, Bldg. 5, #101, Norfolk, VA 23502. All complaints must be filed within 180 days of the alleged act. For more information and links to Title VI complaint forms, go to [www.ssseva.org/title-vi](http://www.ssseva.org/title-vi).





## Message from our sponsor

At UnitedHealthcare, our mission is to help people live healthier lives and to help make the health system work better for everyone. We are focused on expanding access to care and addressing the social determinants of health. We support initiatives that help people get the resources they need for everyday living which is directly aligned with the work you do every day.

Many of the initiatives and programs would not be possible without collaborating and helping to advance the work of community partners like Senior Services of Southeastern Virginia. Our collective efforts play an important role in improving access to care and building healthier communities.

On behalf of UnitedHealthcare, I would like to thank Senior Services of Southeastern Virginia for making a positive contribution in the community. We are fortunate to work alongside you in the community and we remain inspired and motivated by the work you do — especially now.

While the future is uncharted, we rest reassured that organizations like yours are here to keep our older adults healthy, active, and engaged. Let's keep advocating and empowering Seniors in Hampton Roads together. Here's to a positive and prosperous 2021!

In partnership,

Tameeka L. Smith  
CEO, Virginia Community Health Plan  
UnitedHealthcare

## How to Reach Senior Services

Website: [www.ssseva.org](http://www.ssseva.org)

Email: [services@ssseva.org](mailto:services@ssseva.org)

Facebook: [www.facebook.com/SSSEVA](http://www.facebook.com/SSSEVA)

Twitter: [www.twitter.com/SeniorSSSEVA](http://www.twitter.com/SeniorSSSEVA)

## Ways to Give

To learn more about the many ways that you can support Senior Services, visit [www.ssseva.org/ways-to-give](http://www.ssseva.org/ways-to-give).

## Find an Office Near You

Call: **(757) 461-9481**

### Senior Services Norfolk

6350 Center Drive, Building 5, Suite 101  
Norfolk, VA 23502

### Senior Services Franklin

680 Oak Street  
Franklin, VA 23851

### Senior Services Suffolk

Call for Appointment

*Keeping You Healthy, Active, & Engaged*

