

# Senior Services OF ALEXANDRIA

## Highlights

JULY 1, 2020 - JUNE 30, 2021



Senior Services of Alexandria (SSA) fosters independence and self-sufficiency, enabling seniors within the City of Alexandria to age with dignity.

Dear Friends of Senior Services of Alexandria,

It has truly been a memorable year at Senior Services of Alexandria.

What makes it memorable for me is how COVID-19 continued to dominate our lives and affect the needs of seniors in Alexandria. With current practices of service delivery challenged, SSA quickly came up with solutions. Paid staff took over some Meals on Wheels delivery routes, and Groceries to Go was restructured to give volunteers more flexibility in scheduling their shopping to accommodate grocery store shortages. Friendly Visitors found new ways of staying in touch with isolated seniors when in-person visits were prohibited. Senior Law Day became a 3-day virtual event. Our Senior Ambassadors didn't miss a beat, continuing their outreach and communication to the community. SSA's two major fundraisers, Oktoberfest and Gala, were held on Zoom. And perhaps the most memorable accomplishment of all was the ability of SSA to get clients vaccinated. With many of our senior clients still living without access to the Internet or e-mail, it was a herculean effort, but one that was completed with outstanding success.

If I had one word to describe the past 12 months, it would be gratitude. Gratitude for an SSA Board that pivoted so quickly to change how we met as a Board and how we solved problems. Gratitude for an SSA team that was flexible as each day brought a new challenge. Gratitude to the sponsors and donors who never forgot SSA during this year of extreme need. And gratitude for the clients we serve, who accepted the uncertainty and changes with grace and were our inspiration to keep going.

With the world starting to reopen, we can almost forget the challenges of the past 12 months. But our success story of not just surviving but thriving during this difficult year will always be remembered.

130,000 meals served, 3,300 grocery shopping trips and deliveries to 115 Groceries-to-Go clients, 55 Friendly Visitors, 90 Senior Ambassadors, over 600 SSA clients vaccinated. Yes, the past 12 months have made for a memorable year...one that I will remember proudly for all that Senior Services of Alexandria was able to accomplish.

Maribeth Bersani  
Board Chair  
Senior Services of Alexandria



# 2020-2021 BOARD OF DIRECTORS

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Mary Pat Woodman



# SSA'S CONNECTIONS TO THE COMMUNITY

Since its inception in 1968, SSA has served as a vital connection for older adults in the Alexandria community. As the senior population continues to grow, SSA's programs and services will grow as well to help fill the gap when they need us. Current SSA services and programs are featured below.

## SENIOR NUTRITION PROGRAMS

### Meals on Wheels

This life-sustaining program allows seniors who are unable to leave their homes, or who have difficulty preparing a meal, to have two healthy meals a day delivered to their homes. Meals are delivered 365 days a year, including holidays, by over 500 volunteers. Senior Services, in partnership with the City of Alexandria, is currently serving 100 clients throughout the city.

The Meals on Wheels team stepped up to the challenge of providing Meals on Wheels plus a new Frozen Meals program when the pandemic hit Alexandria. Strict health protocols went into place, including asking some of SSA's older volunteers to take a break and creating a small corps of younger volunteers, including SSA and City staff. SSA hasn't missed a single day of delivering since the outbreak and is currently delivering 2,000 meals a week.

Over the course of a few months in early 2021, we were able to coordinate vaccine appointments and taxi rides to and from each appointment for the majority of our clients.



Undersheriff Tim Gleeson and Sheriff Dana Lawhorne deliver Meals on Wheels.



Meals on Wheels and Groceries to Go clients receive holiday floral arrangements courtesy of the Red Hill Garden Club.

# Groceries to Go



Volunteer Joe Liu delivers Groceries to Go.

The Groceries to Go shopping and delivery program celebrated its sixth anniversary last year. What started in the Fall of 2014 with 12 clients and 10 volunteers has now grown to over 100 older adults with 80 volunteers shopping for and delivering groceries to their designated seniors every other week. At its peak during the pandemic, more than 90 volunteers shopped for and delivered groceries to 125 seniors. The program has continued during the COVID-19 pandemic and is proving to be an

invaluable service to older adults. There are no delivery or other fees, making this program a more appealing option than other store delivery services for all seniors, but especially for those who pay for their groceries using SNAP Benefits. Each volunteer is paired up with a senior. If the senior doesn't have e-mail, the volunteer calls the senior every two weeks to get their shopping list over the phone.

Groceries to Go program director Sandy Freedman called 125 seniors in the grocery program to make sure they had vaccination appointments, scheduled taxi rides to and from those appointments, and scheduled in-home vaccinations for a few seniors who are unable to leave their homes. For those seniors who do not have access to the Internet, Sandy signed them up while on the phone with each of those seniors.



Through the Caring Connection program, SSA partners with healthcare entities to provide daily check-ins for seniors recently discharged from a medical facility. Staff conduct in-home visits and change-of-condition monitoring while also providing meals. The goal of Caring Connection is to provide nutrition and monitoring to vulnerable seniors while sharing critical information with healthcare professionals to reduce the likelihood of re-admissions. Seniors are able to maintain their independence while receiving check-ins, healthy meals, and guidance in the comfort of their own homes. SSA now partners with Woodbine Rehabilitation & Healthcare Center and Goodwin House at Home and has continued providing these services throughout the COVID-19 pandemic.

# COMMUNITY PROGRAMS

## AniMeals

AniMeals provides food for pets of seniors residing in the City of Alexandria. In partnership with the Animal Welfare League of Alexandria, SSA is currently delivering pet food and supplies for dogs, cats, and birds in 30 households throughout the City. Thanks to our volunteers, who continued deliveries throughout the COVID-19 pandemic.



AniMeals Volunteer  
Coordinator Norma Roberts  
with Lucky.

## Friendly Visitor

Carefully screened and trained volunteers are matched with socially isolated seniors, whom they visit in their homes or resident communities for at least an hour every week. Both volunteers and seniors are interviewed regarding their personal history and interests to facilitate a compatible match.

SSA has partnered with not only local assisted living facilities, but also with individual seniors, to match isolated seniors with volunteers to visit virtually by phone or written notes due to the COVID-19 pandemic restrictions. There are currently 20 new virtual matches with residents from Woodbine Homecare & Rehabilitation, Goodwin House Alexandria, the Hermitage, and Sunrise Senior Living of Alexandria.



Elisabeth and Esther - Fully vaccinated senior and Friendly Visitor who are the 2nd match to be introduced face-to-face since February 2020 when the program went virtual.

# Department of Transportation (DOT) Paratransit Call Center

Since 1984, SSA has managed the (DOT) Paratransit Program Call Center for the City of Alexandria. SSA schedules reduced-rate rides for over 1,200 City of Alexandria residents with physical or mental disabilities.

SSA has continued to handle reservations during the pandemic to allow clients to keep medical appointments and get essential items such as groceries. It has been a lifesaver for people who rely on this service.

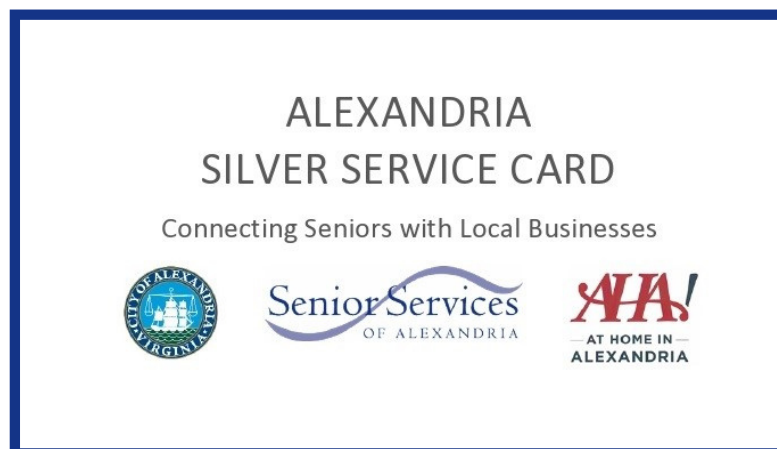
During the pandemic, the DOT reservationists called over 200 clients to facilitate vaccine distribution.



Tiana Ward, a long-time DOT reservationist, was promoted to manage the DOT Paratransit Call Center Team.

## Silver Service Card

The Silver Service Card encourages Alexandria's older residents to patronize local businesses and restaurants through a targeted discount program. Over 50 businesses throughout the City participate in the Silver Service Card program, and more are added each month.



# EDUCATION AND OUTREACH

## Senior Ambassador Program

SSA's Senior Ambassador program has been amazingly successful. The original plan called for 50 ambassadors by 2021, and SSA has already recruited and trained 100 volunteers on the broad array of services and programs available to older residents.

After completion of training, the ambassadors are prepared to share what they have learned with their community, which may be a faith-based group, condo, neighborhood, city agency, or corporation.

During the pandemic, Senior Ambassadors played an important role in getting information out on a variety of topics, especially about the COVID-vaccination process, as well as other programs to keep older adults engaged while staying safe at home. The group continues to meet on a weekly Zoom with a guest speaker talking about a variety of programs and services for older adults.



Senior Ambassador Weekly Zoom

# EDUCATION AND OUTREACH

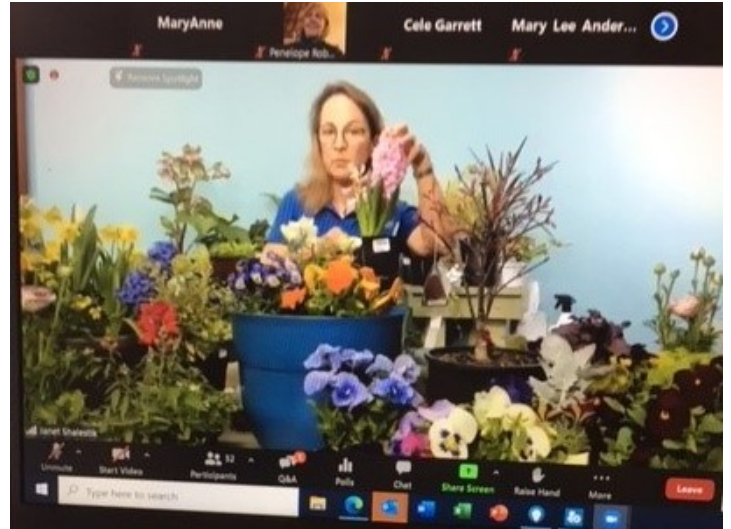
## Speaker Series

SSA's in-person Senior Speaker Series went on hiatus during the past year because of the pandemic, but SSA led virtual programming, including a Scam Prevention workshop, local historic tours, and a container gardening webinar.

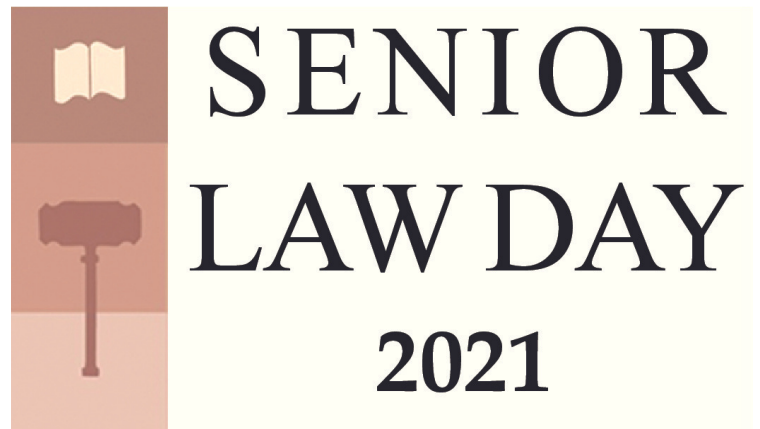
In addition, SSA added a weekly e-mail called "*SSA Connection*" which provides links to uplifting short videos including Ted Talks, cooking demos, fitness programs, and links to local virtual events.

SSA collaborated with the Alexandria Bar Association to present its second virtual Senior Law Day. The 2021 workshop focused on "Lessons Learned from the COVID-19 Pandemic".

The three-day session, once a week for three weeks, featured speakers from Goodwin House, Inova Alexandria Hospital, local geriatric care specialists, and estate planning attorneys. Over 100 registered for the event.



SSA partnered with At-Home in Alexandria (AHA) for a virtual container gardening webinar.



# Senior Information Corners

Volunteers stock senior information corners with current literature for seniors at 22 locations, including City libraries, major recreation centers, and senior communities. There was a hiatus during the pandemic, but volunteers are now back stocking relevant information for the older adult community.



# Senior Academy



Senior Academy 2019 Class

SSA offered the Fall and Spring sessions of the Senior Academy virtually this past year. SSA thanks Mayor Justin Wilson, City Manager Mark Jinks, Elaine Scott, Manager of the Academies, and the various City Departments for their support for this program.

This 4-week course provides Alexandria's seniors with an overview of the City's government functions, programs, and services for seniors, and ways to get involved.

**Thank you to City staff and individual volunteers!**



## **Program Supporters**

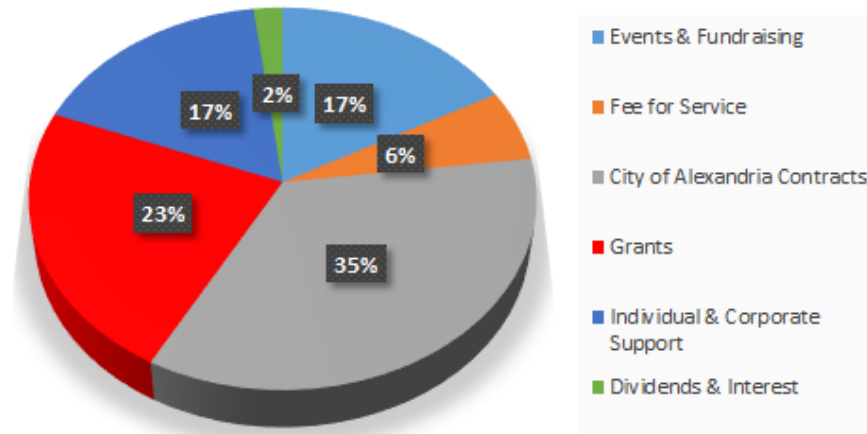
ACT Now COVID-19 Resilience Fund  
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Alexandria Division of Aging and Adult Services  
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The Morris & Gwendolyn Cafritz Foundation  
Cloudbreak Foundation  
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United Way of the National Capital Area  
Westminster Presbyterian Church

**And all of our individual supporters!**

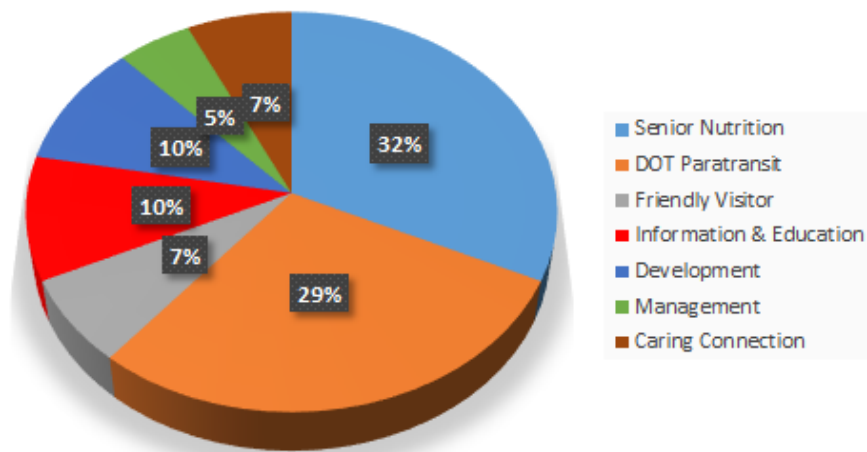
# FINANCIAL PICTURE

July 1, 2020 - June 30, 2021

FY21 Revenue by Source



FY21 Spending by Program



# DEVELOPMENT

Fundraising highlights include the following:



The Virtual Fall Oktoberfest Celebration, attended by more than 150 people, raised over \$25,000.

## Senior Services OF ALEXANDRIA

Senior Services of Alexandria thanks our wonderful sponsors of the 9th annual "virtual" Oktoberfest.

Presenting Sponsor

# GH

GOODWIN HOUSE

### Lederhosen

Auto-Grip  
Caudron Megary Blackburn Wealth  
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Bill & Barbara Watts

Thank you to Port City Brewing  
Company and Old Blue BBQ  
for making Oktoberfest  
a Great Success!

### Bratwurst

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Over 175 donors gave to SSA during Spring2ACTion, Alexandria's day of online community-wide giving, and we raised over \$25,000.

## SSA's Virtual Gala

SSA held a virtual Gala honoring four outstanding community leaders: Barbara Anderson, William "Bill" Euille, Kate Garvey and Eugene "Gene" Steuerle. The event raised over \$100,000 for programs and services for Alexandria's older adults. A special thanks for all the sponsors and supporters who made this event so fun and festive!

 <b>WOODBINE</b> Rehabilitation & Healthcare Center  Alan & Barbara Anderson	 <b>Senior Services</b> OF ALEXANDRIA  <b>AUTO-GRIP™</b>	 <b>McEANEANEY</b> REALTORS • ASSOCIATES •  H. Arthur Sauer
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**S**enior Services of Alexandria would like to thank all of our 2021 Gala, Raffle and Silent Auction sponsors, donors and volunteers for their generous support to making SSA's first "Virtual" Gala an overwhelming success! Since the COVID-19 pandemic outbreak, we have all come together as a community to ensure that homebound, isolated older adults are receiving the services and programs they need to remain safe in their homes. We were pleased that we could pay tribute to our honorees – Barbara Anderson, Esq., Honorable William "Bill" Euille, and Eugene "Gene" Steuerle for their work in the community; and to Kate Garvey, Director of the City's Community and Human Services for her leadership during the pandemic. A very special thanks to Vanessa and Warner Moore of Unwined and Revel for their special Raffle donation, the Westin Old Town Alexandria for their support in providing delicious dinner entrees, wine and signature cocktails to attendees, and to Creative Liquid for the production of the beautiful honoree videos.

SSA is grateful for this support in our 53rd year of service in the city of Alexandria for older adults!

PLATINUM SPONSORS	GOLD SPONSORS	SILVER SPONSORS
Alan & Barbara Anderson AUTO-GRIP Inc. McEneaney Associates, Inc. H. Arthur Sauer Woodbine Rehabilitation & Healthcare Center	Aarondale Retirement and Assisted Living and Paul Spring Retirement Community Caudron Megary Blackburn Wealth Management Group Everly-Wheatley Funerals and Cremation The Goodhart Group Goodwin House, Inc. JBG Smith KWC CPA Gregg and Monica Murphy Sunrise of Old Town Thomas J. Fannon and Sons, Inc.	AARP Focus Data Solutions Inova Health System John Marshall Bank Jane and Richard Marcus The Honorable Del & Dr. F. J. Pepper Reunions Mark N. Roth Silverado Alexandria Memory Care Community Simpson Development Co. Walsh, Colucci, Lubeley & Walsh, PC. Deborah O. Wells

## Catalogue for Philanthropy

Senior Services of Alexandria is proud to announce that SSA has once again been selected by the Catalogue for Philanthropy as "one of the best nonprofits in the Washington DC area" and will appear in the CFP Guide to Giving. Catalogue nonprofits undergo a rigorous evaluation by a team of over 150 local experts. Each organization is assessed for impact, community need, and financial transparency. This designation is valid for four years and helps to raise SSA's profile and credibility among potential donors.



## Corporate Supporters



Thanks to the *Alexandria Gazette Packet*  
for continued support.



Thanks to  
the *Zebra* for its generosity and support of SSA  
and its programs throughout the year.



Giant



Thanks to Jeffery's Catering, Giant Foods, and  
Safeway for their continual support of SSA and  
our nutrition programs throughout the year.

# Staff Members and Contact Information

## Executive Director

Mary Lee Anderson  
703-836-4414, ext. 111  
[executivedirector@seniorservicesalex.org](mailto:executivedirector@seniorservicesalex.org)

## Communications & Outreach

MaryAnne Beatty – Director  
703-836-4414, ext. 113  
[communications@seniorservicesalex.org](mailto:communications@seniorservicesalex.org)

## Development

Medea Ranck – Director  
703-836-4414, ext. 114  
[development@seniorservicesalex.org](mailto:development@seniorservicesalex.org)

## Senior Nutrition Programs

### Meals on Wheels/Caring Connection

Marshall Hespe – Meals on Wheels Program Manager  
703-836-4414, ext. 112  
[mealsonwheels@seniorservicesalex.org](mailto:mealsonwheels@seniorservicesalex.org)

–Misgana Aregai –Meals on Wheels Volunteer Coordinator  
[volunteer@seniorservicesalex.org](mailto:volunteer@seniorservicesalex.org); 703-836-4414, ext. 126  
–Sedella Brooks - Meals on Wheels delivery driver  
–Diana Franklin – On-site Weekend Volunteer Coordinator

## Friendly Visitor

Tanya Edwards – Program Director  
703-836-4414, ext. 120  
[friendlyvisitor@seniorservicesalex.org](mailto:friendlyvisitor@seniorservicesalex.org)

## Groceries to Go

Sandy Freedman – Program Director  
703-836-4414, ext. 119  
[groceries@seniorservicesalex.org](mailto:groceries@seniorservicesalex.org)

## DOT Paratransit Call Center

Tiana Ward – DOT Transportation Manager  
703-836-4414, ext. 116  
[transport@seniorservicesalex.org](mailto:transport@seniorservicesalex.org)  
Reservationists: Donna Browning, Kenneth Burton, and Ronnie Campbell

## Administration

Lindsay Hemphill – Office Administrator  
703-836-4414, ext. 110  
[admin@seniorservicesalex.org](mailto:admin@seniorservicesalex.org)



**206 N. Washington St., Suite 301  
Alexandria, VA 22314  
(703) 836-4414**

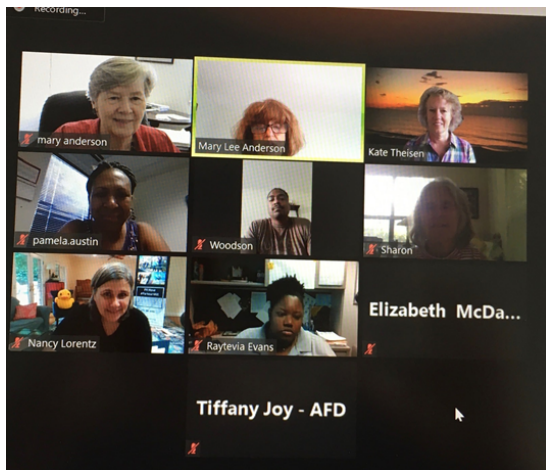
**Monday-Friday: 8:30 am – 4:30 pm**

**[www.seniorservicesalex.org](http://www.seniorservicesalex.org)  
Facebook – Senior Services of Alexandria  
Instagram -- seniorservicesalex**

**DOT Paratransit Reservation Line  
(703) 836-5222  
Daily, except Holidays**

**Your charitable donations to SSA help provide needed services to Alexandria seniors, their families, and caregivers. SSA relies on a variety of financial resources, and your individual donations play a vital role. Your contributions to SSA are tax-deductible, since SSA is a 501(c)3 charitable organization.  
Tax ID #54-0842806**

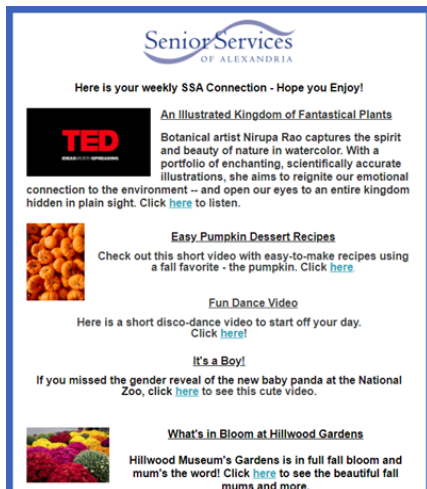
# A YEAR IN REVIEW: Faces of SSA



JULY: Senior Ambassadors' Training Session



AUGUST: Misgana Aregai received the Valor Award on behalf of SSA from the Alexandria Chamber of Commerce and Mayor Justin Wilson



SEPTEMBER: SSA's weekly e-mail, the *SSA Connection*



OCTOBER: Virtual Oktoberfest



NOVEMBER: City Council member Del Pepper and Sheriff Dana Lawhorne at SSA's "Drive Thru" Volunteer Appreciation Lunch



DECEMBER: The Red Hill Garden Club prepared over 200 floral arrangements for Meals on Wheels and Groceries-to-Go clients

# A YEAR IN REVIEW: Faces of SSA



JANUARY: Meals on Wheels Volunteers



FEBRUARY: Groceries to Go Volunteers  
Shiloh Roehl and her daughter Sadie



MARCH: SSA held a Virtual Gala



APRIL: SSA begins re-stocking Senior Information  
Corners all over the City!



MAY: MaryAnne Beatty, SSA's Communications Director,  
volunteers at a City event.



JUNE: SSA Nutrition Program Manager Marshall Hespe  
and Captain Sean Casey of the Sheriff's Office  
at the recent Drug Take-Back Day.



United Way #8311



In memory of Tom Irvin, SSA Board member and devoted Meals on Wheels volunteer.



GuideStar "Platinum" participant.

Featured in the Catalogue for Philanthropy as  
"One of the best small charities in the  
Greater Washington region".