

Senior Services OF ALEXANDRIA

Highlights

JULY 1, 2022 - JUNE 30, 2023



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

Dear Friends of SSA:

This year brings gratitude from the Board of Directors to all of you in the SSA family. From the volunteers and donors--SSA's "army" who allow us to keep supporting Alexandria's older adults-- to the staff who make it all appear seamless, you all contributed to the success of Senior Services of Alexandria in your own way.

Highlights:

- Created the Legacy Giving Program. Along with all the programs that SSA produces, I am very proud that we were able to launch SSA's Legacy Giving Program. In November we held our first informational luncheon about the program, which provides ways Senior Services of Alexandria can be represented in your will, trusts, and estate plans. We hope you will all consider adding legacy giving to SSA in your estate plan. Gratitude to the Board of Directors and staff who lead the efforts of this important initiative.
- Established the Kerry Donley Meals on Wheels Gift Fund. SSA's Board of Directors approved a resolution in memory of our former Board Chair and community leader Kerry Donley. Kerry championed the Meals on Wheels program through his leadership and his devoted service as a Meals on Wheels volunteer. SSA established the fund to memorialize his commitment to the program. Over \$11,000 has been raised in his honor. Gratitude to all of you for contributing something extra to honor the impact that Kerry made on this organization and the Meals on Wheels program.
- Led by Award- Winning Executive Director Mary Lee Anderson. In May, Mary Lee was recognized during the 2023 Excellence in Aging Awards. She received the Annie B. Rose Lifetime Achievement Award for outstanding service to our senior adult community from the Alexandria Commission on Aging. Gratitude to Mary Lee for keeping me looking good.

I am grateful for our successes and looking forward to more!

Chris Wright
Board Chair
Senior Services of Alexandria



2022-2023

BOARD OF DIRECTORS

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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

Meals on Wheels continues to deliver MORE than a meal with help from our amazing volunteers. This year we were able to bring back a lot of groups who were not able to help during COVID and add many new ones! It is great to see new faces involved in this program, and we are proud to have so many individuals and groups that prioritize the needs of seniors!

We currently deliver to 120 individuals during any given week, and we have prioritized expanding access to our sponsored service through the Kerry Donley Memorial Fund. There are many seniors in Alexandria who could use support where they live, but do not qualify for City funded service. We can deliver Meals on Wheels to these clients three days a week and help relieve the financial and physical burden of grocery shopping and preparing meals. Seniors on limited fixed income have faced some large challenges, and with growing costs across the board, this program can be a real lifeline.

Given the expansion of this program, and the impact it has, we are proud to announce that we will be upgrading and updating our Meals on Wheels area at Jeffrey's Catering Company. We look forward to having a space that reflects the hard work of staff and the commitment from volunteers who deliver meals. We will share more as we work to improve the space, stay tuned!



Zebra Staff delivering Meals on Wheels.



Long-time volunteer David Colton



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 partners with Woodbine Rehabilitation & Healthcare Center, Alexandria Rehabilitation & Healthcare Center, and Goodwin House at Home.

Groceries to Go

Our grocery delivery service continues to serve over 100 isolated seniors with mobility issues at their homes with no added fees. We are grateful for the volunteers and the relationships they form with their seniors. We have heard some amazing stories and are happy to facilitate the very personal connections that form when shopping for someone else! We continue to look for new ways to get seniors involved and expand access to this program. While there are many apps and services these days that deliver groceries and food, none offer the connection and resourcefulness of our volunteers. From how ripe a client wants their bananas to finding items on sale, our volunteers truly care about making every grocery run as good as it can be! Thanks again to the volunteers who shop and deliver these orders to the seniors who need it.

SNAP benefits decreased this March for many in our community. To address this concern among SNAP recipients in the grocery program, SSA formed a new partnership with ALIVE! We now deliver free groceries, typically around 35 lbs of food, to these seniors at the beginning of each month. Clients have expressed their gratitude and were impressed with the quality of the donated food we have delivered to them. We deliver the necessary grocery staples along with fresh produce and frozen meats. This delivery allows the seniors to spend their remaining SNAP benefits on anything else they need. We hope to grow this program with the support of more volunteers in the future. There are certainly more folks out there who could use the support, and we are more than happy to help.

COMPANION PROGRAMS

AniMeals

AniMeals on Wheels continues to provide food for pets of older adults residing in the City of Alexandria. SSA is currently delivering pet food and supplies for dogs, cats, birds, and rabbits in 30 households throughout the City. As a grantee of Meals on Wheels Loves Pets, AniMeals on Wheels was highlighted in PetSmart's new media video. With cameras in tow, PetSmart created a video of our volunteer loading pet food from our partner, Animal Welfare League of Alexandria, delivering the pet food, and an interview with the AniMeals client.



AniMeals volunteer Shannon Brady, MOWA's Laura Belazis, and AWLA's Joanna Fortin.

Friendly Visitor

SSA started the Friendly Visitor program to help combat isolation and loneliness among elderly persons by providing social interaction through weekly visits. As an alternative to face-to-face visits, older adults and volunteers are given the option to socialize virtually. Our Friendly Visitor volunteers range from the age of 22 to 93 years old, and some volunteers are matched with more than one older adult.



Amoret and Millie were matched for their common interest in animals.

The GrandpadTablet Program

The GrandPad Tablet Program provides older adults with an easy-to-use tablet device that addresses the negative impact of social isolation. Thanks to a new contract with the Division of Aging and Adult Services, SSA manages 42 tablets connecting clients with loved ones, music, games and information.

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 1,500 City of Alexandria residents with physical or mental disabilities.

This year, SSA hired a Spanish speaking reservationist to better serve that population. Also, DOT extended their reach to Washington, DC and as of 2021, all rides within the City of Alexandria are free.

SSA worked with the City's Department of Transportation to implement a new system which allows clients to make their own reservations via the Alexandria DOT mobile app. The transportation director now handles new client applications, customer support, as well as continuing to schedule rides for the many clients who require personal support.



Tiana Ward manages 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. There are 43 businesses throughout the City participating in the Silver Service Card program.



EDUCATION AND OUTREACH

Senior Ambassador Program

SSA's Senior Ambassador program has been amazingly successful. SSA has recruited and trained over 130 volunteers on the broad array of services and programs available to older residents.

Senior Ambassadors play an important role in getting information out on a variety of topics important to older adults including new programs and services available as well as fun activities and events that the City has to offer. Weekly Zoom meetings connect our members with guest speakers on relevant topics.



Senior Ambassadors

Spanish-Speaking Outreach

SSA's goal is to reach older adults in Alexandria from every neighborhood, including those whose native language is not English. SSA has connected with local non-profits, such as Casa Chirilagua and ALIVE!, to identify older adults in need and build trust in the community. The Senior Ambassador program in Spanish- Embajadores de la Tercera Edad- is going strong with 9 Ambassadors who receive weekly updates to share with their communities. In addition, SSA sends a monthly newsletter in Spanish to over 30 people!

SSA now has two Spanish speaking staff members who work together to support this effort by translating materials, participating in weekly outreach, assisting Spanish speaking clients, and organizing events such as a monthly Bingo.

In 2022, The Division of Aging and Adult Services awarded SSA a 3-year contract in support of our outreach program.



Monthly Spanish-speaking Outreach with Senior Bingo.

EDUCATION AND OUTREACH

"Senior Living in Alexandria"

SSA's Speaker Series "Senior Living in Alexandria" connects residents with local experts sharing the most current information. Topics included Senior Technology and Scam Prevention; Caregiving; Genealogy; Floral Arranging and the Senior Health & Fitness Fair .

Plans are underway for a robust schedule of monthly events for the 2023-2024 calendar which will begin with the Senior Academy in September.

This year's Senior Law Day brought over 150 people together at First Baptist Church for a program on "Expect the Unexpected – When Life Throws you a Curveball." It is the 12th year SSA and the Alexandria Bar Association have offered this program for residents.

We had a great group of local experts talking about the importance of being prepared with the proper legal documents, housing options as we age, later in life marriages; and planning for adult disabled children and those living at home.

SSA's weekly e-mail "SSA Connection" is very popular and shares uplifting short videos including Ted Talks, cooking demos, fitness programs, and links to local events.



SSA provides a monthly speaker series about many terrific topics of interest to Alexandria's seniors!



SENIOR
LAW DAY
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'Mini' Speaker Series



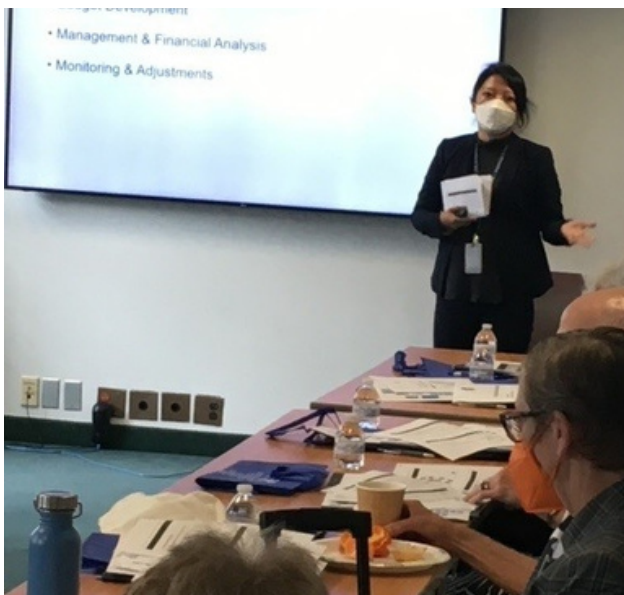
In a new initiative to connect with our wider community, SSA has teamed up with several assisted living and retirement communities to bring programming to their residents. So far, we have organized events on Genealogy, Brain Health, Poetry and Flower Arranging.

Senior Information Corners

Volunteers stock senior information corners with current literature for seniors at 26 locations, including City libraries, major recreation centers, and senior communities. Materials in both English and Spanish are available with relevant information for the older adult community. With generous funding from the Rotary Club of Alexandria in 2022, SSA purchased information stands and has set up 4 new information corners and more will be coming soon!



Senior Academy



Senior Academy Class
learning about the City's
budget at City Hall.

In 2022 SSA offered the Fall session of the Senior Academy. SSA thanks Mayor Justin Wilson, City Manager Mark Jinks, Elaine Scott, Manager of the Academies, and the leaders of many 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.

Senior Academy will be returning September 2023.

Thank you to all of our volunteers!



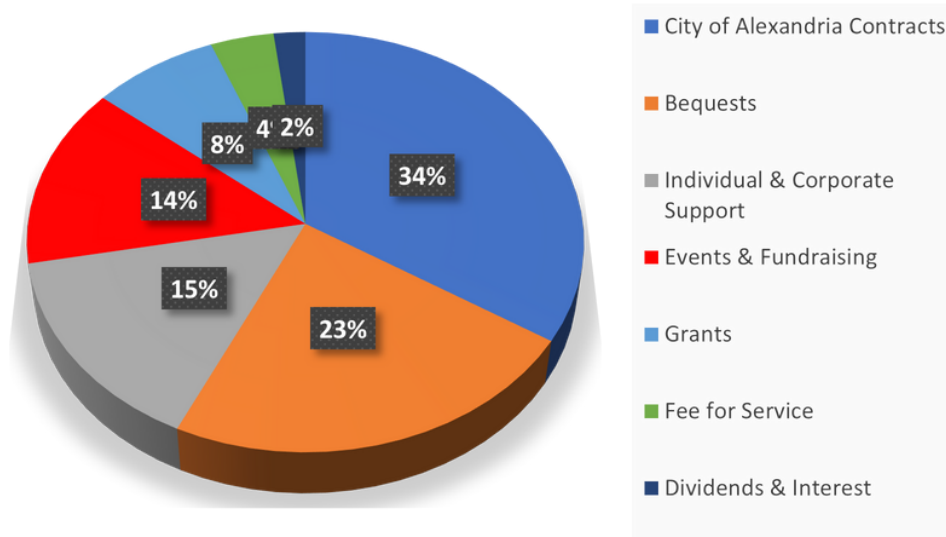
Program Supporters

ACT for Alexandria
Alexandria Division of Aging and Adult Services
Blessed Sacrament Catholic Church
Cloudbreak Foundation
The Davis-Kenimer Fund
Helen Wardman Naselli Memorial Fund
Hoffman Family, LLC
Immanuel Church-on-the-Hill
Ivakota Foundation
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And all our individual supporters!

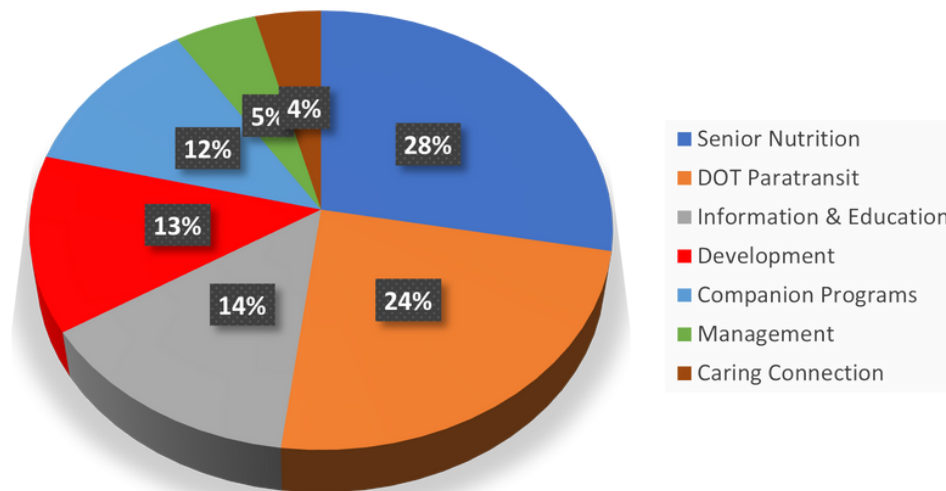
FINANCIAL PICTURE

July 1, 2022 - June 30, 2023

FY23 Revenue by Source



FY23 Spending by Program



DEVELOPMENT

Fundraising highlights include the following:



The Fall Oktoberfest Celebration, attended by more than 125 people, raised over \$30,000.



Over 150 donors gave to SSA during Spring2ACTion, Alexandria's day of online community-wide giving, and we raised over \$25,000.

SSA's 2023 Gala

SSA's annual Gala was a festive evening honoring Donita Greene and Retired Sheriff Dana Lawhorne, who received the Community Service Award. We were also able to honor the memories of Reverend Dr. George Pera and The Honorable Kerry Donley. It was great to be back at the Westin Alexandria with a silent auction, dinner, dancing, and a raffle to see Smokey Robinson at MGM National Harbor. SSA raised over \$170,000 to support its programs for older adults.



Senior Services of Alexandria would like to thank all our sponsors, donors, and volunteers for making SSA's 55th Anniversary Gala an overwhelming success. We are very grateful to Goodwin Living for being this year's Presenting Sponsor. Congratulations to Donita Greene and Retired Sheriff Dana Lawhorne for receiving the Community Service Award in recognition of the many ways they have made Alexandria a better place for all our residents. We would also like to thank the families of the Reverend Dr. George Pera and The Honorable Kerry Donley for allowing SSA to pay tribute to such outstanding leaders and their lifetimes of service.



PLATINUM	GOLD	SILVER
Alan & Barbara Anderson Asia Tech Source Co., Ltd. Every-Wheatley Funeral Home Elance at Alexandria, Elance at West End, and Paul Spring Communities H. Arthur Sauer Sunrise of Old Town	Assisting Hands Home Care The Hon. Lynnwood Campbell Caudron Megary Blackburn Wealth Management Group Donita Greene KWC, CPAs The Landing Alexandria McEnroe Associates The Hon. Del Pepper Shannon & Wright LLP Silverado Alexandria Memory Care Community SYNERGY HomeCare Thomas J Fannon & Sons Woodbine Rehabilitation & Healthcare Center	AARP Virginia Alexandria Toyota Boniti Builders, Inc Focus Data Solutions John Marshall Bank Claudia Kostel Gregg & Monica Murphy National Express Transit M. Catharine Puskar Reunions SEIA Lifecare Affordability Plan Simpson Development Co., Ltd. Walsh, Colucci, Lubeley, & Walsh, P.C.

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.” 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.



Thanks to Jeffery's Catering, Giant Foods,
Safeway, and Harris Teeter for their ongoing
support of SSA and our nutrition programs.

Staff Members and Contact Information

Executive Director

Mary Lee Anderson
703-836-4414, ext. 111

Administration

Lindsay Hemphill – Office Manager
703-836-4414, ext. 110

Communications & Education

MaryAnne Beatty – Director
703-836-4414, ext. 113

Jane Marcus - Director of Special Projects

Development & Outreach

Margaret Shetler – Director of Development and Community Outreach
703-836-4414, ext. 123

Elizabeth Tweddle – Spanish Outreach Coordinator
703-836-4414, ext. 125

DOT Paratransit Call Center

Tiana Ward – DOT Transportation Director
703-836-4414, ext. 116

Reservationists: Donna Browning, Kenneth Burton, Ronnie Campbell
and Elizabeth Tweddle

Companion Programs

Tanya Edwards – Director, Companion Programs
703-836-4414, ext. 120

Senior Nutrition Programs

Marshall Hespe – Director, Nutrition Programs
703-836-4414, ext. 112

Sedella Brooks - Volunteer Coordinator
703-836-4414, ext. 126

Diana Martin – On-site Weekend Volunteer Coordinator
Tesfaye Reta - Meals on Wheels Delivery Driver



**206 North Washington Street, Suite 301
Alexandria, VA 22314
(703) 836-4414**

Monday-Friday: 8:30 am – 4:30 pm

**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
United Way #8311**

A YEAR IN REVIEW: Faces of SSA



JULY: SSA received a generous donation from Westminster Presbyterian Church - Alexandria for the purchase of foldable grocery carts and reusable insulated shopping bags



AUGUST: Hannah Chidlow is a Groceries to Go volunteer and a student at Alexandria City High School



SEPTEMBER: Anita Du Mars and Phillip Melville were two centenarians honored by the City of Alexandria!



OCTOBER: Staff from Woodbine Rehabilitation & Healthcare Center enjoying SSA's annual Oktoberfest



NOVEMBER: We are grateful for our volunteers, the backbone of our organization!



DECEMBER: Thanks to a generous grant from The Rotary Club of Alexandria, we were able to set up a new Senior Information Corner for residents at the Pavilion on the Park apartments in the West End!

A YEAR IN REVIEW: Faces of SSA



JANUARY: Meals on Wheels volunteers from Fairlington United Methodist Church



FEBRUARY: There was a great crowd at the Successful Aging Committee's Senior Valentines Day Party, including Mayor Wilson and City Council, Sheriff Casey, Police Chief Hayes, and Fire Chief Smedley



MARCH: SSA Gala Honorees Donita Greene and Retired Sheriff Dana Lawhorne



APRIL: Senior Living in Alexandria Floral Arranging Workshop led by the Red Hill Garden Club



MAY: SSA held an open house to celebrate its 55 year anniversary! It was great to see so many friends stop by



JUNE: SSA presents Senior Law Day at First Baptist Church



United Way #8311



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