

Senior Services

OF ALEXANDRIA

Highlights

2023-24



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

A Letter from our Board Chair



Dear Friends of SSA:

This year brings a heart felt thank you from the Board of Directors to all of you in the SSA family including our volunteers, the backbone of the organization, and our generous donors whose support keeps our organization moving forward to provide programs and much-needed services to Alexandria's older adults. We are grateful!

2023-24 Highlights:

Meals on Wheels Sponsored Meals Program – This program helps low-income seniors who do not qualify for the city-subsidized Meals on Wheels program. We have expanded our efforts thanks to grants and donations to the Kerry Donley Memorial Fund, and now provide free meals to 30 clients 3 days a week.

Groceries to Go – Thanks to ALIVE!'s food pantry, we are proud to be able to deliver free groceries to those who need assistance in meeting their nutritional needs beyond what their SNAP benefit covers. This is a great collaboration between two non-profits!

Outreach – SSA aims to engage and support older adults across all neighborhoods in Alexandria including immigrant communities whose primary language is not English. SSA expanded the roles of two staff members fluent in Spanish and Amharic. They have built trusted partnerships with non-profits in these communities, sharing information and facilitating programs to enhance the lives of underserved older adults.

Senior Ambassador Program – We have expanded the ambassador program to our Spanish and Amharic-speaking residents, and there are now 140 Senior Ambassadors keeping their communities informed.

Lastly, a huge thank you to SSA's wonderful staff, whose selfless dedication and commitment makes us all proud to be part of this amazing organization. Here's to another successful year!

A handwritten signature in blue ink that reads "B. Christopher Wright". The signature is written in a cursive, flowing style.

Board Chair,
Senior Services of Alexandria

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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

We are thrilled to share some important updates regarding our efforts to support seniors in Alexandria. Our Meals on Wheels program currently delivers meals to 130 individuals each week! Our biggest growth this year has been with our SSA Sponsorship Program for low-income seniors. We have pursued grants to support this program and increase our ability to reach more seniors who do not qualify or are awaiting an assessment for City funded Meals on Wheels. We have been able to reach 41 individuals this year, with 30 clients receiving the support on a long-term basis. We deliver 2 meals 3 days a week to seniors and this can make a huge difference in their lives,



freeing up their budget and delivering healthy meals directly to their door. We are extremely proud of this program and are looking to expand access for non-English speakers and other older adults in the community who need the support.



Caring Connections: Enhancing Senior Care Through Collaboration

Our Caring Connections program is designed to provide daily check-ins for seniors who have recently been discharged from medical facilities. By partnering with healthcare entities, we offer in-home visits, condition monitoring, and meal deliveries.

The program aims to deliver vital nutrition and oversight, while also sharing important health information with healthcare professionals to help prevent re-admissions.

Seniors can continue to live independently while receiving regular check-ins, nutritious meals, and professional guidance in the comfort of their homes. We are proud to work with Woodbine Rehabilitation & Healthcare Center and Alexandria Rehabilitation & Healthcare Center.

Thank you for your continued support as we strive to improve our programs and positively impact the lives of Alexandria's seniors.



Groceries to Go

Our grocery delivery program delivers to 90 clients each month! We have been able to help many clients in varying circumstances, from clients in Goodwin House who need a few items to clients on SNAP benefits who are no longer able to get to the grocery store. Our volunteers are expert grocery shoppers, and form strong relationships with their senior as they deliver

every two weeks. When grocery shopping gets harder as one ages, our volunteers step in and deliver. Our program is flexible with no minimum order and no delivery fees. We are able to help seniors who still love to cook but can't manage the shopping for themselves. As they age we are able to offer more services and make adjustments so everyone has a food solution that works best for their situation!





SNAP Food Deliveries

Our partnership with ALIVE! helps expand access to nutrition sources for people in varying circumstances. We are proud to be able to deliver free groceries and pantry staples to clients that are struggling to meet their needs with SNAP benefits. On the first Thursday of every month, we distribute about 30 lbs of free groceries, consisting of donated goods, to our clients. If greater support is needed, we also can add them to our Sponsored Meals on Wheels program, giving these clients who receive as low as \$24 dollars of month in SNAP benefits

access to healthy food consistently. We hope to continue to expand access to this program as those on limited budgets see higher and higher costs at the grocery store and elsewhere.

COMPANIONSHIP PROGRAMS

Friendly Visitor

SSA started the Friendly Visitor program in 2011 to help combat isolation and loneliness among older adults by providing social interaction through weekly visits. Our Friendly Visitor volunteers range from the age of 21 to 94 years old, and some volunteers are matched with more than one adult.



AniMeals on Wheels

AniMeals on Wheels continues to provide food for pets of older adults residing in the City of Alexandria. Our partnership with the Animal Welfare League of Alexandria allows SSA to deliver pet food and supplies for dogs, cats, and birds to 71 pets throughout the City.



EDUCATION AND OUTREACH

Senior Ambassador Program



The Senior Ambassador Program is thriving, with a new training session every quarter. The Senior Ambassador Program now includes over 140 ambassadors, representing different neighborhoods, communities, and organizations throughout the City of Alexandria. Every week, these ambassadors hear from a different organization about services offered to seniors in Alexandria. This January, we were pleased to offer our first-ever “Senior Ambassador Open House” where ambassadors were invited to an in-person event at our office.

This event allowed our ambassadors to meet one another, speak with us in person, and further build the relationship between our organization and their community.

Outreach to Spanish and Amharic-Speaking Older Adult Communities

Senior Services of Alexandria (SSA) aims to engage and support older adults across all neighborhoods in Alexandria, including those who do not speak English as their first language. To achieve this, SSA has established connections with local non-profits, such as Casa Chirilagua and ALIVE!, and partnered with the management of senior residential communities like Claridge House. These collaborations help identify seniors in need and foster trust within the community.

The Senior Ambassador program now has 14 Ambassadors representing Spanish-speaking and Amharic-speaking communities. These Ambassadors receive weekly updates to share vital information with their respective communities. Additionally, SSA distributes a monthly newsletter in Spanish, reaching over 40 individuals.



SSA now employs one Spanish-speaking and one Amharic-speaking staff member to support this initiative further. They collaborate to translate materials, engage in weekly outreach efforts, assist clients, and organize various events. These events include weekly art and exercise classes, a monthly Bingo game, free vision and glaucoma screenings, voter registration drives, and the culturally significant Ethiopian coffee ceremony. Through these efforts, SSA is dedicated to enhancing the well-being and inclusion of all older adults in Alexandria.

“Senior Living in Alexandria”

SSA’s Speaker Series, “Senior Living in Alexandria,” connects older adults with educational programs and some that are just fun. Topics included senior technology and how to avoid scams; tracing your roots through genealogy; caregiver support; volunteer opportunities; floral arranging, the annual Senior Health and Fitness Fair, and Senior Law Day.

We have a robust schedule of monthly events planned for the 2024–2025 calendar which began with the Senior Academy in September. This year’s Senior Law Day brought almost 200 people together at First Baptist Church for a program on “Protecting Ourselves as We Age: Essential Personal and Financial Strategies”. It is the 13th year SSA and the Alexandria Bar have offered this program for residents.



Senior Academy

In 2023 SSA offered the Fall session of the Senior Academy. Thank you to Mayor Justin Wilson, City Manager Jim Parajon, and leaders of the City’s various departments for their support of this program. This 4-week course provides Alexandria’s seniors with an overview of the City’s government functions, programs and services available to older adults, and ways to get involved. We had a successful 2024 class in September!



Senior Information Corners

Senior Information Corners are stocked by volunteers with current literature for seniors at 31 locations, including City libraries, the major recreation centers, continuing care facilities, and residential senior communities.

SSA Connections

SSA's weekly email "SSA Connection" is very popular and continues providing short uplifting videos including Ted Talks, cooking demos, fitness programs and links to local events.



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 51 businesses throughout the City participating in the Silver Service Card program.



TRANSPORTATION

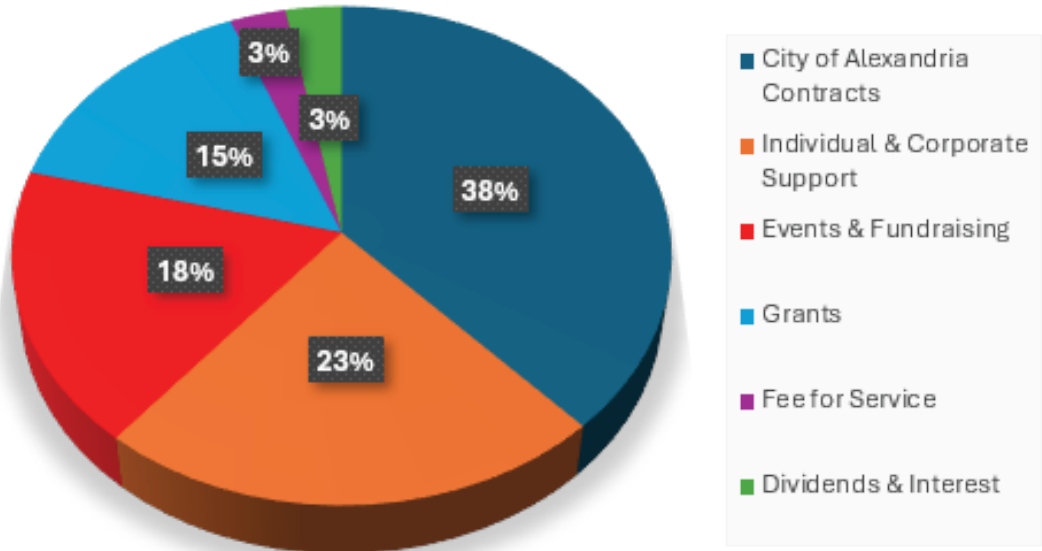
Department of Transportation (DOT) Paratransit Call Center

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. We now have a Spanish-speaking reservationist to better serve that population. DOT has extended their reach to Washington, DC and all rides within the City of Alexandria are free. SSA worked with the City's Department of Transportation to implement a new system that allows clients to make their own reservations via the Alexandria DOT mobile app. SSA's Transportation Director handles new client applications and customer support. Our reservationists continue to schedule rides for the any clients who require personal assistance.

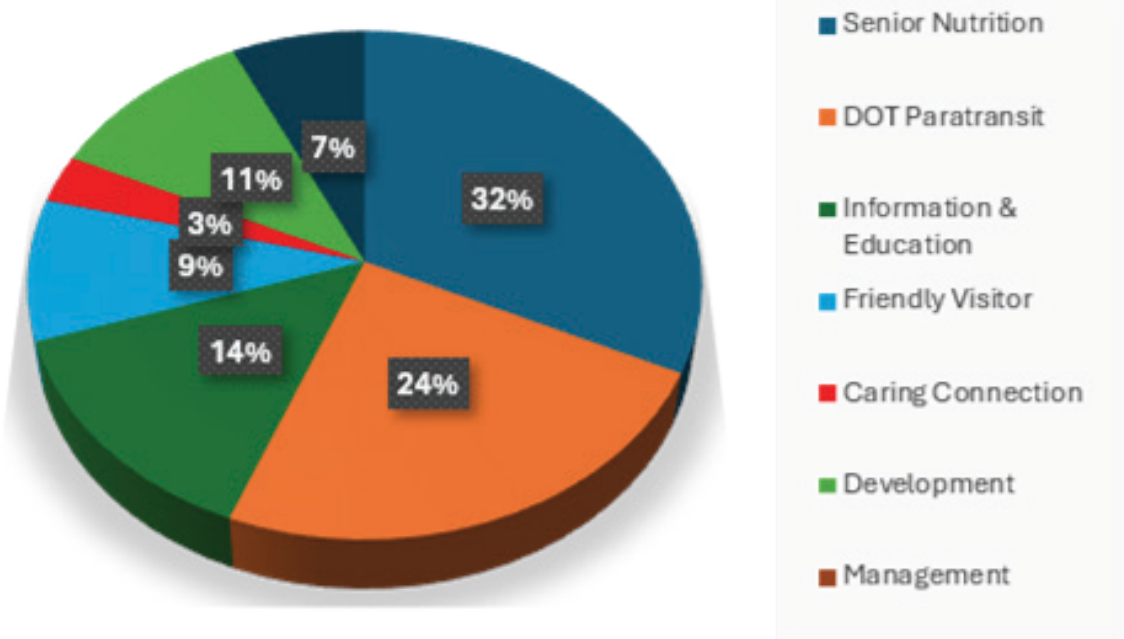


Financial Picture

FY24 Revenue by Source



FY24 Spending by Program



Development

We would like to extend our heartfelt gratitude to all of our remarkable funders for their generous financial contributions to Senior Services of Alexandria. Your support has been instrumental in enabling us to continue offering essential programs, including Meals on Wheels, Companionship services, and community outreach initiatives, all of which have a profound impact on the lives of older adults in our community. Thanks to your unwavering commitment, we have been able to expand our services, foster a deeper sense of connection and belonging among seniors, and ensure they receive the care and resources they need to thrive. Your contributions are making a significant difference in the well-being of Alexandria's aging population, and we are deeply grateful for your ongoing partnership in this vital work.

Major Program Supporters

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Immanuel Church-on-the-Hill	United Way of the National Capital Area
Ivakota Foundation	Webb/Anderson/Campbell Fund
John Edward Fowler Memorial Foundation	Westminster Presbyterian Church

Oktoberfest

The Fall Oktoberfest celebration was a tremendous success! With over 180 attendees, the event raised significant funds and brought our community together for a night of joy. We extend our heartfelt gratitude to everyone who joined us for this memorable evening filled with friends, fun, and fantastic food. A special thank you to our Presenting Sponsor, Shannon and Wright LLP, for their invaluable support in making this wonderful event possible!



EDELWEISS

Shannon & Wright LLP

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Old Blue BBQ

SSA's 2024 Annual Gala

We are thrilled to announce that our 2024 Annual Gala raised over \$175,000 to support seniors in Alexandria. Thanks to our sponsors, donors, and volunteers, especially our presenting sponsor, Benchmark at Alexandria, for their generous support. We proudly honored Debra Collins with the SSA Community Leadership Award and recognized Lucky and Brenda Elliott, and Donnan Chancellor Wintermute with the SSA Community Service Award for their outstanding contributions to our community



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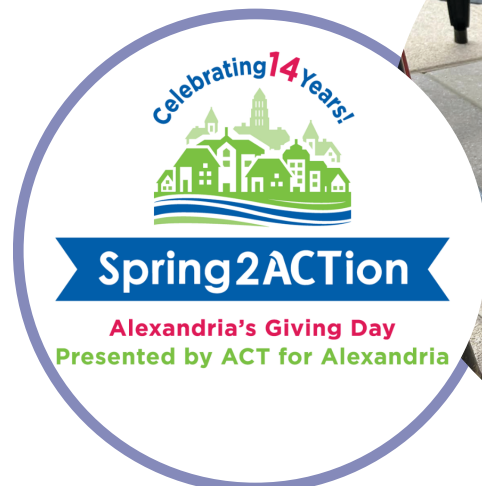
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Spring2ACTion

Over 163 Donors gave to SSA during Spring2ACTion, Alexandria's day of online community-wide giving and we raised over \$26,000! We partnered with Lena's Wood-Fired Pizza & Tap for an in-person event where, from 4-7pm, 15% of proceeds went to our fundraising efforts.



Volunteer Support!

Our organization continues to grow in many ways as the needs of seniors develop and change. This work would not be possible without the generous support we have from individuals, local leaders, faith groups, and businesses! Our Meals on Wheels program has recruited many new faces in the last year, and we could not be more proud to have so many great new groups involved in our program! Thanks to: Alexandria City High School Honor Society, Alexandria Police Department, Alexandria Rehab, Alexandria Rotary Club, Alexandria Sheriff's Office, Beyer Subaru, Christ Church, Church of Gods and Saints, DCHS Vocational Services, Everly-Wheatley Funeral Home, Fairlington MCU, First Christian Church, Meals on Wheels America, Old Presbyterian Meeting House, Paul Spring Retirement Community, SSA Board of Directors, Synergy Home Care, Westminster Presbyterian Church, Woodbine Rehab, Zebra Press!



Corporate supporters

Zebra

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



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



Thanks to Creative Liquid for producing our gorgeous Gala videos!

Donor List

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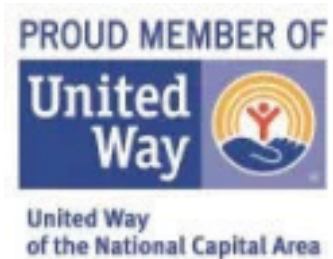
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Staff Members and Contact Information

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Mary Lee Anderson
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Administration

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703-836-4414, ext. 110

Communications & Education

MaryAnne Beatty – Director
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Jane Marcus – Director of Special Projects

Development & Outreach

Iris Garay – Director of Development and Community Outreach
703-836-4414, ext. 123

Katie Klingler – Community Outreach Manager
703-836-4414, ext. 115

Wilder Escobedo – Spanish Outreach Coordinator
703-836-4414, ext. 125

Tesfaye Reta – Amharic Outreach Coordinator
703-836-4414, ext. 114

DOT Paratransit Call Center

Tytiana White – DOT Transportation Director
703-836-4414, ext. 116

Reservationists: *Kenneth Burton, Ronnie Campbell, Donna Clarke, and Wilder Escobedo*

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



Senior Services

OF ALEXANDRIA

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

Connect with us:

Monday-Friday: 8:30 am – 4:30 pm
Website - 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.

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