

Senior Services OF ALEXANDRIA

Highlights 2024-25



**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:

As I reflect on this past year with Senior Services of Alexandria, I'm filled with gratitude and pride in all that our organization has accomplished. It has been an honor to serve as Chair of the Board and to work alongside such a dedicated team of staff, volunteers, community partners, and board members—each of whom plays a vital role in fulfilling SSA's mission.

Over the last year, SSA has continued to strengthen and expand its outreach, particularly in underserved and immigrant communities across Alexandria. By investing in multilingual staff and developing deeper partnerships with local organizations, SSA has ensured that vital resources, programs, and services reach every corner of our city. The growth of our Senior Ambassador Program—now including more than 200 volunteers, with Spanish- and Amharic-speaking ambassadors—is a testament to our commitment to accessibility and inclusion.

This year marked record-breaking milestones for several of SSA's signature events. Our 14th Annual Senior Law Day was a tremendous success, offering invaluable guidance to older adults and caregivers navigating important legal and financial planning decisions. And our 2025 Gala was the most well-attended and generously supported in SSA's history—bringing together community members and leaders to honor those who have made meaningful contributions to enhancing the lives of Alexandria's older adults.

I'm especially proud of our Board's commitment to strategic growth and sustainability. Through thoughtful conversations with key stakeholders across the community, we've laid the groundwork for an updated strategic plan that reflects the evolving needs of our older adult population and charts a clear course for the future.

To the incredible SSA staff, and to the many volunteers, donors, and partners who make this work possible—thank you. Your compassion and commitment continue to make Alexandria a stronger, more connected community for older adults.

With sincere appreciation,
Christine Friedberg

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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 grow and expand to meet the changing needs of seniors in Alexandria. With a new vegetarian option and dairy-free milk now available, we're working to accommodate the diverse diets and preferences of individuals throughout the city. Our volunteers are the backbone of this program, offering not only meals but also meaningful connections that support the physical and emotional wellbeing of our clients. This fiscal year, more than 50,000 meals were delivered to 227 clients through the Meals on Wheels program. Out of that total, SSA directly sponsored

and delivered thousands of meals to low-income seniors who do not qualify for traditional Meals on Wheels. Our sponsorship program is growing rapidly: in FY2023, SSA provided 2,000 sponsored meals to 20 seniors; in FY2024, we delivered 5,000 meals to 50 seniors; and in FY2025, we delivered over 9,000 meals to 95 clients reaching even more seniors who would have otherwise fallen through the cracks. SSA remains committed to ensuring that no senior in Alexandria goes hungry or feels forgotten.



Caring Connection

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 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 and Commodity Supplemental Food Program

We are proud to continue supporting seniors in various circumstances with no-fee grocery delivery supported by our wonderful volunteers, as well as expanding access to consistent food for low-income seniors who are facing food insecurity. We deliver groceries to around 100 clients each month with both of these programs. Capital Area Foodbank is our new partner that has helped us deliver to more clients through the CSFP program. Much like our SSA Sponsored meals program, we are trying to fill gaps for clients that may not qualify for other services and have trouble leaving the house to reach traditional food banks or soup kitchens. We will deliver to seniors who meet the qualifications for the program once a month, and we are actively signing clients up for this program in buildings with residents we have identified as needing more services through our Outreach Program. We are proud to help increase food security in our city as we continue to expand our offerings and increase participation levels in our programs.



COMPANIONSHIP PROGRAMS

Friendly Visitor

The Friendly Visitor Program continues to grow as we strengthen partnerships and expand outreach throughout the Alexandria community. Designed to combat senior isolation through consistent, meaningful social connection, the program pairs volunteers with older adults for regular visits— often becoming a lifeline for seniors who may otherwise feel unseen or alone.

To boost participation, we've actively engaged with the community and attended local events to promote awareness of the program. We also delivered numerous in-person and virtual presentations, reaching a wide audience and emphasizing the critical impact of social connection on senior well-being. Through our collaboration



with Volunteer Alexandria, interest in the program has surged – we recently received nearly 20 inquiries from individuals eager to become Friendly Visitor volunteers, and several have already been onboarded. The Friendly Visitor Program is more than a visit – it's a reminder that our seniors matter and are not forgotten.

AniMeals on Wheels

Thanks to our continued partnership with the Animal Welfare League of Alexandria, the AniMeals on Wheels program remains a vital part of Senior Services of Alexandria's efforts to support older adults and their beloved pets. This unique initiative delivers free pet food and supplies, helping seniors care for their animal companions without sacrificing their own needs. We're proud to share that 49 seniors and over 80 pets are currently enrolled in the program. With growing demand, we've recently added two new delivery routes and welcomed two new dedicated volunteers to the AniMeals team. For many of our clients, pets are more than companions – they're family. Through AniMeals, we're helping seniors and their furry friends stay together, healthy, and happy.



Friendly Callers

The Friendly Caller Program brings warmth, connection, and daily reassurance to older adults across Alexandria—all through the simple act of a phone call. Designed for residents aged 60 and older who live alone or face limited social interaction, the program pairs seniors with carefully trained volunteers for regular conversations that nurture emotional well-being and help reduce isolation. Participants choose how often they want to receive calls—ranging from daily to weekly—within the hours of 10:30 a.m. to 7:30 p.m., seven days a week. Each call provides either a brief well-being check or a longer, friendly chat that fosters companionship and trust. There are no income restrictions, fees, or complicated forms, making enrollment quick and accessible. After a careful planning and testing period in which SSA staff served as the first callers, the program became fully operational in June 2025. Seniors are referred through SSA's Meals on Wheels, Groceries to Go, and trusted city partners, including Spanish-speaking and Ethiopian outreach teams, ensuring the program reaches the diverse older adult population of Alexandria.



EDUCATION AND OUTREACH

Senior Ambassador Program

The Senior Ambassador Program continues to thrive, with more than 200 volunteers trained by Senior Services of Alexandria and The Division of Aging and Adult Services to help connect older adults to essential services and resources throughout the city. In 2025, the program expanded its impact with the addition of 24 bilingual ambassadors—17 Hispanic and 7 Ethiopian—who play a critical role in reaching culturally and linguistically diverse communities.

Senior Ambassadors serve as trusted messengers, sharing timely updates on city programs, events, and services to ensure that older residents stay informed, engaged, and supported. To further enhance their outreach, SSA hosts weekly Zoom meetings featuring guest speakers from local agencies and nonprofits, offering up-to-date information on topics that matter most to Alexandria's aging population.



Outreach Program

Senior Services of Alexandria (SSA) expanded its Outreach Program to ensure that all seniors – regardless of language or neighborhood – have equitable access to essential services and opportunities to stay healthy, engaged, and connected. By partnering with city agencies and community organizations, SSA brings culturally responsive programming directly to where seniors live, including residential buildings, libraries, and community space. At Claridge House, home to many Amharic-speaking residents, SSA has created a vibrant

hub for weekly exercise, arts, and wellness activities. We recruited seven Amharic-speaking Ambassadors who help connect residents with vital civic and health resources. Inspired by this success, the model is now expanding to Ladrey, Brent Place, and Southern Towers. Spanish-language outreach is also growing through bilingual events, newsletters, and trusted Ambassadors.

SSA's Outreach Program is building bridges of trust and connection across Alexandria's diverse senior communities.



"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: smart aging; volunteering for older adults; strategies for addressing solo aging; floral arranging; and the annual Senior Health Fair and Fitness Fair and Senior Law Day. This year's Senior Law Day brought over 200 people together at First Baptist Church for a program on The Cost of Aging: Mental, Physical, Financial, and Legal Perspectives. Senior Law Day is a collaborative program between SSA and the Alexandria Bar Association. We have a robust schedule of monthly events planned for the 2025-2026 calendar which begins with the Senior Academy in September.



Senior Academy

In 2024 SSA offered the Fall session of the Senior Academy. Thank you to all the city leaders of the 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 engaged with the community. We had a successful 2024 class in September!



Senior Information Corners

Volunteers maintain Senior Information Corners at 46 locations across the City, including libraries, recreation centers, and senior communities. These spaces offer up-to-date resources in English, Spanish, and Amharic, ensuring the community has easy access to relevant information.



SSA Connections

The “SSA Connection” has not missed a beat this past year, sending out 52 weekly messages providing short uplifting videos including Ted Talks, Interesting recipes, Silver Sneakers exercise videos to do at home, talks about art and history and local events.



Silver Service Card

The Silver Service Card connects Alexandria’s older residents with discounts at local businesses and restaurants, fostering a stronger bond between the community and its vibrant local economy. With 53 participating businesses and growing, the program continues to provide seniors with valuable opportunities to save while enjoying the diverse offerings the City has to share.



TRANSPORTATION

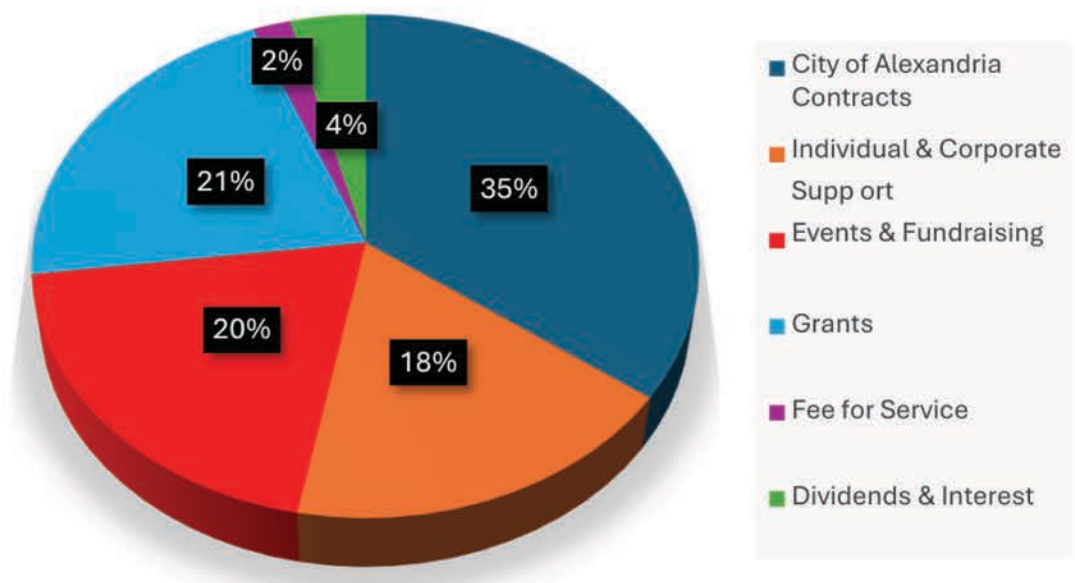
Department of Transportation (DOT) Paratransit Call Center

The City of Alexandria’s Department of Transportation (DOT) partners with Senior Services of Alexandria (SSA) to operate its Paratransit Call Center—a collaboration that has been in place since 1984. This vital program ensures accessible transportation for over 1,000 Alexandria residents living with mobility challenges or developmental conditions. In an effort to meet the needs of a growing Spanish-speaking population, SSA has added two bilingual team members to its reservations staff. SSA helped to launch a new self-service booking option through the Alexandria DOT mobile app, making ride scheduling easier and more convenient for tech-savvy users. At the same time, SSA continues to provide personalized support through phone reservations for individuals who need extra assistance. All trips within Alexandria are now fare-free, and service coverage has expanded to include destinations in Washington, DC. From processing new applications to offering responsive customer service, SSA’s Transportation staff ensure that every client receives the support they need to travel safely and confidently.

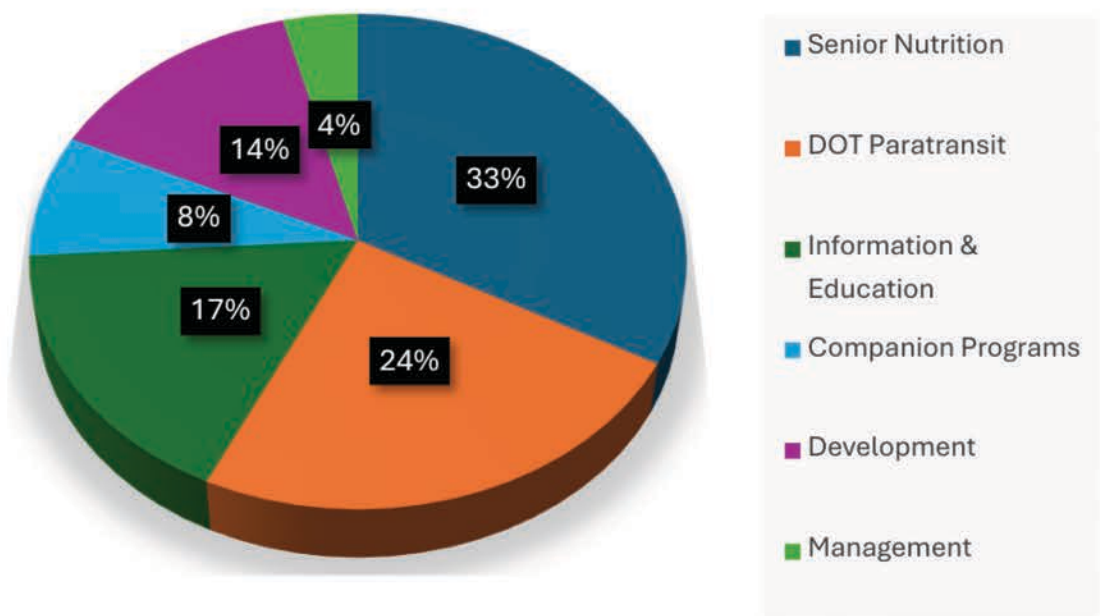


Financial Picture

FY25 Revenue by Source



FY25 Spending by Program



Development

We are deeply grateful to the generous funders and partners whose support fuels the mission of Senior Services of Alexandria. Thanks to you, older adults across our city are receiving more than just essential services – they're gaining connection, dignity, and peace of mind. Your investment sustains a comprehensive network of programs: nutritious meals through Meals on Wheels, compassionate companionship via our Friendly Caller initiative, and trusted information and outreach through our Senior Ambassador Program and educational events. Together, these services ensure that Alexandria's seniors are not only supported in their daily needs but empowered to remain engaged members of the community. With your continued support, we are building a stronger, more inclusive city where every older adult feels seen, heard, and valued. Thank you for making this meaningful work possible.



Major Program Supporters

Alexandria Division of Aging & Adult Services	Meals on Wheels America
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Oktoberfest 2024



Senior Services of Alexandria's Fall Oktoberfest was a joyful and meaningful evening, uniting over 180 community members and raising more than \$45,000 to celebrate our mission and support Alexandria's older adults. Guests enjoyed delicious food, lively music, and great company, all while raising funds to sustain SSA's essential programs. We are especially grateful to our Presenting Sponsor, BrightView Senior Living Alexandria, whose generous support made the event possible. Thanks to everyone who attended and contributed, Oktoberfest not only strengthened our sense of community but also helped ensure that seniors in Alexandria can continue to age with dignity, connection, and joy.

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THANKS TO

Port City Brewing Company

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Old Blue BBQ

SSA's 2025 Annual Gala

SSA's Annual Gala is more than just a fundraiser. It's a celebration of the volunteers, partners, and programs that make our mission possible.

At the 57th Annual Gala on March 29, over 400 guests gathered at the Westin Alexandria for an evening filled with connection, storytelling, and community spirit. It was the largest attendance in the event's history and a powerful reflection of Alexandria's deep commitment to its older adults.

Guests heard moving testimonials and witnessed the recognition of four outstanding honorees: Jack Fannon, Jane King, Lucelle O'Flaherty, and Colonel James Paige, for their dedicated advocacy on behalf of Alexandria's senior community. Attendees also enjoyed live music, participated in a record-breaking silent auction, played Wine Bingo, and danced the night away.

The Gala highlighted SSA's growing Sponsored Meals Program, which helps ensure that seniors who don't qualify for traditional services still receive the care and support they need. Thanks to the generosity of our supporters, we raised just over \$186,000—critical funds that will help sustain and expand SSA's programs in the year ahead.



Christine Friedberg, Chair of the Board for Senior Services of Alexandria, presented awards to this year's four honorees during the event at the Westin Alexandria Old Town. Colonel (Ret.) Jim Paige, Jane King, and Jack Fannon were recognized with the Community Service Award, and Lucelle O'Flaherty received the Community Spirit Award.

PRESENTING SPONSOR FOR THE 2025 ANNUAL GALA

Benchmark at Alexandria

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<i>Alexandria Toyota</i>	<i>Inova</i>
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<i>Cherry Blossom PACE</i>	<i>Page 1 Foundation</i>
<i>Clarke & Sampson Insurance</i>	<i>Arthur Peabody</i>
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<i>Linda & Earl Durand</i>	<i>Kitty Porterfield</i>
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<i>John Marshall Bank</i>	<i>Yates Automotive</i>
<i>Brooksie Koopman & Mark Eaton</i>	<i>The Zebra Press Good News in Alexandria</i>

Spring2ACTion

This year's Spring2ACTion campaign was a tremendous success for Senior Services of Alexandria. Held on Alexandria's annual day of online community giving, the event brought together neighbors, partners, and friends who believe in SSA's mission to support the city's older adults. We are proud to share that over 125 donors contributed more than \$23,710 to help fund critical programs that keep seniors connected, nourished, and cared for.

The outpouring of support reflects the deep commitment of the Alexandria community to ensuring that all seniors can age with dignity and independence. Every dollar raised helps sustain vital services – from Meals on Wheels and Groceries to Go, to companionship, and wellness programs. SSA is deeply grateful to every donor who participated in Spring2ACTion 2025. Your generosity is not just a gift – it's a lifeline to the many older adults who rely on us every day.



Volunteer Support!

In 2024, Senior Services of Alexandria continues to evolve to meet the growing and changing needs of our city's older adults. None of this would be possible without the incredible support we receive from individuals, community leaders, faith-based organizations, and local businesses. Your partnership allows us to expand our reach and ensure that seniors remain nourished, connected, and supported. This year, our Meals on Wheels program welcomed many new volunteers and community groups, and we are thrilled to see such strong engagement across Alexandria. A heartfelt thank you to:



Alexandria Police Department, Alexandria Rehab, Alexandria Rotary Club, Alexandria Sheriff's Office, Beyer Subaru, Christ Church, Church of God and Saints of Christ, DCHS Vocational Services, Everly-Wheatley Funeral Home, Fairlington MCU, First Christian Church, Goodwin House, Immanuel Church on the Hill, Meals on Wheels America, Old Presbyterian Meeting House, Paul Spring Retirement Community, Service Source, SSA Board of Directors, Synergy HomeCare, Westminster Presbyterian Church, Woodbine Rehab, and Zebra Press. Your commitment helps make this vital work possible every day.

Corporate supporters



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!



THE LANDING
ALEXANDRIA

Thank you to The Landing for hosting SSA Board Meetings and Annual Luncheon

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Sally Hesper

Natasha Holmes

Marta Ishmael

Sheryl & Kevin Jahns

Lynn Jordan

Jeffrey Kelley

Frances Killpatrick

Nancy Kincaid

Suzanne Kratzok

Andrea Lacey

Eva LaMois

Robert Larke

B. Giles Larrabee

Linda Lee

Jessica Lefevre

Mary Lewis

Cecilia Martaus

Derrick Matthews

Francesca Mazarella

David McGrew

Nicole Monachino

Patty Moran

Susan Morrison

Holly Nelson

Bonnie O'Day

Kupenda Olusegun

Denise Ottie

Sharon Pearce

Leela Persaud

Maria A Ramaciotti

Gayle Reuter

Sally Richards

Beth & Jim Roberts

Sara Rubida

Nancy Ruel

Margaret Shetler

Anita Barondes & James

Sholly

The Honorable Allison

Silberberg

Etheline Simon

Ashley Simpson Baird

Kris Slayden

Priscilla Smith

Jennifer Spencer

Ann Spitler

Jennifer Stowe

Diane Stoy

Ira Strassberg

Christine Straub

Louisa Stringham

Patricia & Thomas Sugrue

Christopher Sullivan

Richard Szabo

Walter Talbot

Beatrice Taylor

Phoebe & Nathan Toews

Leslie Tourigny

Susan & F. Thomas Tuttle

Sam Ulm

Clifford Whitham

Ivy Whitlatch

Norsung Wodhen

Arminta Wood

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 of Community Outreach
703-836-4414, ext. 113

Jane Marcus – Director of Special Projects

Development & Outreach

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

Samantha Lambert-Williamson – Community Outreach Coordinator
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
703-836-5222

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

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.

Tax ID #54-0842806
United Way #8311

