



ANNUAL REPORT

PSRC continues to grow, but we've struggled with capacity problems. We added more staff to provide better support. Thanks to the Municipality and Corner House, we were able to expand on-site, but then ran into parking issues. Then, thanks to other community partners, we were able to hold more classes offsite, but this presented challenges for building a PSRC community and providing the necessary staff support. For the past two years we've explored dozens of options, and we're very excited to be able to offer some Evergreen Forum classes at the Lawrenceville Presbyterian Church. There is now room to grow again.

PSRC's strategic plan was also updated, laying the groundwork and establishing priorities for our attention in the coming years. We've also worked on building organizational capacity. There were several staff changes during the year. We held another hugely successful gala and several smaller fund-raising events. An ongoing challenge continues to be how to keep costs low for participants while covering costs of professional staff, rental space and infrastructure. In addition to the new website, we'll need new computers, software and furniture in the coming year.

The Age Friendly Princeton plan was completed by a community task force, identifying four priority areas for making the town more age-friendly: housing, transportation, communication and neighborhood groups. There are specific tasks listed for the community to work on. PSRC took an active role in the Mayor's Wellness Campaign efforts on Healthcare Directives, offering several workshops and an ongoing group, "Being Mortal," and distributing more than 300 Five Wishes documents.

This month you'll begin to see the results of our work with Social Impact Studios on refreshing our marketing materials. Going forward we'll be using PSRC as our common-use name while retaining the full Princeton Senior Resource Center as the legal name. You'll see our tag line "your go-to resource for aging well" under the logo. We're starting to implement new templates for our communications and will move on to work on the website and other print and electronic materials.

New programs this year include Women in Retirement, an active group of newly or partially retired women who are enjoying social events and volunteering together. We hosted several exciting special lectures and both the fall conference and winter panel discussion focused on planning. Our flu shot clinic has evolved into a health fair with a variety of screenings and

information. TED talks, computer classes, film and opera video series and Men in Retirement continue to be popular, and attendance at our social groups has increased. Many of the new programs are suggested and run by volunteers.

Strategic goals for the coming year include to: complete and implement a marketing plan, implement Office 365 for data backup, replace aging technology and furniture, strengthen fundraising capacity, improve organizational effectiveness, and keep programs relevant.

PSRC envisions a community where aging adults are honored and respected for their experience and wisdom. We hope you will be an active part of the PSRC community working to realize this vision in the coming years. Here are some of the numbers:

- GrandPals has 110 volunteers reading to 266 children in 15 classrooms
- Crosstown transportation use is up 25%
- 3077 contacts with people for information, resources, benefit assistance and care planning
- 80% of these people live in Princeton, as do 60% of class participants
- Monthly newsletter mailing increased 20% to 5350, digital readership doubled to 2952
- 1047 people attended 48 Evergreen Forum classes
- 19 Lunch & Learn programs (average attendance 23)
- 28 special lectures and events: attendance range: 10-406
- 536 attended 19 social and support groups
- 1271 attended 27 ongoing PSRC classes
- More than 70 collaborative partners helped with space, donated time or items • 407 volunteers gave nearly 15,000 hours, value \$399,539
- 2015-16 Funding sources: individuals (15%), foundations (9%), events (31%), government (21%), program fees (14%), other (10%)

For a full report, please visit our website: princetonsenior.org.

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