

## Princeton Senior Resource Center

### Annual Report July 2011

This has been a busy year at PSRC. Highlights include a very successful fundraising event for the Human Capital Campaign, increasing the endowment, a new endowed fund, floor renovation at the Suzanne Patterson Building and a new strategic plan. There were several new programs and the Suzanne Patterson Building was a busy place every day. Community awareness has grown, and more people age 50-70 are attending.

PSRC is a 37 year old non-profit organization, whose mission is to empower older adults in the diverse Princeton community to make informed choices and lead healthy lives. PSRC offers affordable services, programs, and opportunities that support, educate and engage older adults, their families and caregivers. The annual budget is \$427,000. Funding sources are about 28% municipal, 20% individuals, 25% corporations, foundations and grants, 15% program fees and 12% other. There is no membership. We connect with an average of 1100 people per week. There are 12 staff (3 full time).

#### I. Programs

"I loved this lecture series. The speakers were so interesting and I learned so much about other people."

Programming at PSRC was disrupted for the summer of 2010, while a new floor, carpet and sound baffle material was installed at SPB. The staff did an amazing job of relocating all ongoing classes, working out of a suitcase, sharing offices and working from home during a period that lasted 12 weeks instead of 5. The sound baffle made a huge difference in reducing echo, and the new floor is gorgeous.

There has been a noticeable increase in individuals and other organizations asking to do various programs with PSRC. This has led us to some great lectures, classes and resources.

PSRC makes an effort to reach out across the diversity of the community. One component is to offer a wide range of program options. We also hosted a Chinese New Year party, and have had welcome brochures translated into Chinese, Russian and Spanish. Many programs, especially the *Expanding Horizons* humanities lecture series, focused on increasing inter-cultural awareness. Another dimension of this principle is offering exercise classes that range from very physical to gentle stretching and balancing. This year we picked up two classes that were discontinued at the YMCA. One of these is at 8 am which appeals to some who still work. The Table Tennis program has been especially popular for a very diverse group of players from at least 9 nations.

**Health:** PSRC continues to host the annual flu shots and health fair with Princeton HealthCare and the Health Department. In addition, monthly blood pressure screenings are held at Spruce and Redding Circle each month and PSRC participates in the annual National Memory Screening Day. Monthly brown bag seminars on nutrition, diabetes, Medicare, managing grief, shingles, osteoporosis, arthritis & pain, thyroid, and goals of care have helped people stay informed on these issues. Princeton HealthCare continues to offer most of these, although they have reduced the number per year. There are currently

9 physical activity classes being offered. Some of these take place at Spruce Circle and Harriet Bryan House for the convenience of the residents.

**Education:** Brown Bag seminars on reverse mortgages, veteran's benefits, downsizing, rehabilitation, estate planning & wills, Car Fit, Funeral planning, and personal paperwork organizing were offered. These sessions, taught by professionals in the field, address many issues relevant to older adults. PSRC continues to host a SHIP counselor for Medicare questions, a financial planner to help understand pension benefits, and Fran has been the Economic Security screener for Mercer County, helping people identify and apply for benefits.

*Prime Time* has continued on Princeton Community Television, featuring Susan Hoskins interviewing people on topics including: Financial planning, wellness, retirement opportunities, hospice & palliative care, group drumming, men as caregivers, hoarding, rehab and long term care at the new Merwick, fire safety, bullying in senior communities, home modifications, and transportation. These programs reach out to people who may not come in to the center with important information.

**Enrichment:** This year significant effort went into restructuring our computer classes. There is a wide range of skills, with more people wanting specific advanced training. A volunteer is now coordinating the program; scheduling different topics each week, and surveying participants to discover their interests. Another art class was added, as well as classes for memory health, disease management and Mah Jongg. Bridge is very popular, including social bridge, duplicate bridge and bridge lessons.

A major highlight this year was the Expanding Horizons lecture series, funded by a NJ Council for the Humanities grant, which presented four lectures on aspects of culture.

**Social:** There were several social gatherings this year. The largest were the holiday party, Evergreen Forum party, volunteer appreciation lunch and the Creativity Festival. The Creativity Festival was a celebration of the lifelong pursuit of creative expression, whether practiced for a lifetime or recently begun, featuring an art show and performances in drama, poetry, music and more. There were also opera videos, movies, trips, theater and music outings and the small informal gatherings before and after class over coffee or a sandwich. We facilitated several people attending Trinity Church's One Table Café. Newsletter folding and Knitwits are ever-popular social events.

**Evergreen Forum:** Evergreen Forum had another successful year, offering 34 classes with over 600 enrolled. Topics included science, literature, religion, current events, art and culture. Classes met at the Suzanne Patterson Building, Borough Hall, Recreation, Library and Harriet Bryan House. Much of last summer was spent redesigning the website. It is ready for online registration this fall.

**Next Step: Engaged Retirement & Encore Careers:** This program began 4 years ago with a focus on helping people plan a successful retirement. We added encore career --donating time or working part time in a new career that benefits the community—as that concept gained momentum, and then return to work programs as the economy left more people over 50 out of work. Ageism is rampant and older workers are remaining unemployed longer than younger people. 516 people attended 60 programs which were offered at PSRC, the Princeton Public Library, Robert Wood Johnson Wellness Center and

other locations in Mercer County. The programs included professionals (speaking on financial planning, legal issues, Medicare, travel, caregiving), Introduction to Your Retirement, Job Search Strategies, Volunteering to build experience, Project Re-employment, Encore Careers, and peer support groups. A workshop and exhibit was held at the Women's Expo. The name of the program was changed to Next Step for ease and flexibility. Partners have included JFCS, RWJ Wellness, the libraries, and Hopewell Senior Center. We are building relationships with Coming of Age (based in Philadelphia and growing) and Civic Ventures-Encore Careers (national). New directions have been explored including internships, collaborations with Alumni Corps and Volunteer Connect. This summer we are working on developing the website.

**Fall conference:** The 2010 fall conference focused on the Engaged Retirement and Encore Career issues. Keynote was Willo Carey, from WHYYS Wider Horizons and founding member of Coming of Age. The annual conference purpose is to inform the community about the subject and local related resources.

**Professional Conference:** PSRC hosted a workshop for professionals in geriatrics on bullying in senior communities. This is a recently identified concern, but one recognized by anyone who works in a senior center or residence. The program was led by Susan Hoskins and Barbara Simmons, Executive Director of the Peace Center. I have been asked to present on this topic at the August Mercer Co. Connections meeting.

**Crosstown:** The Crosstown Transportation program continues to run smoothly. Ride Provide hired a new coordinator and we are especially appreciative of the good communication between drivers, coordinator and our staff. This has facilitated quick resolution of any issues that arise and referral to social services for people in need of additional services. In the past year, 3386 rides were provided, 1849 of which were medical. There are 534 registered riders, and 281 active users, of whom 93 are regular users.

## **II. Support & Guidance Services**

“You have saved our family. We can't thank you enough for guiding us through this difficult process.”

4800 social service contacts were made this year. 587 were helping people link to local resources. 1406 were case management for ongoing clients, checking in, following up, advocating with other service providers. 1152 were long counseling sessions, helping people with life transitions, making care plans, conducting family meetings. 710 were consultations with family caregivers. There were 471 home visits to people unable to leave home. 64 were helped with exploring benefit eligibility and completing applications. Indications are that more people are opting to remain in their homes, often straining families and living with greater risk.

**Partners In Caring:** Our United Way funded collaborative of 5 partner organizations (down 1) received a fourth year of funding under the original grant cycle. A new proposal for 2012-2014 was submitted and great effort was dedicated to creating strong outcome measures which will be implemented in 2011. Preliminary review indicates that about 90% of the clients have been able to remain at home. PSRC case

managed 88 Princeton residents this year. PSRC also provides assessment, counseling, volunteer visitors, caregiver support, wellness groups and education to these clients and families.

**Transitions:** Services including linkage, counseling and consultations around life transition issues, provided to assist people who do not meet criteria for Partners In Caring.

**HomeFriends:** There have been 28- 31 volunteers serving 28-30 people this year. They share a cup of tea and conversation, grocery shop, read mail to a blind person, go to lectures and much more. One reflected, “at PSRC they customize friendships with love and care.”

**LINK:** Most of the 15 LINK students attend Princeton High School. They have worked with 13 people this year, bringing the excitement of their lives to seniors who share their wisdom and experience. One strength of the program is the student leadership at the High School, which helps address the perpetual communication challenge. One new challenge was the loss of a LINK (senior) friend during the year; the students discussed this at one of the LINK gatherings, and the student was able to connect with another person.

**Economic Security:** This is a new Federal initiative, coordinated by the National Council on Aging. PSRC has been one of the national pilot sites, with Fran Angelone (an employee of NCOA but working in our office) as trained screener. The computer tool identifies areas of economic insecurity and any benefit programs that the person may qualify for, then she helps them complete applications.

**Support Groups:** There are currently 4 Let’s Talk groups which meet weekly for conversation and social support, two for people whose native language is not English which focus on critical communication and cultural understanding issues. There are also bereavement, widows, caregiver, children of aging parents, and Knit Wits groups.

### III. Volunteers

“Being here at the Center every week is the highlight of my week. I always know there will be something to do and other people around.”

We can’t say enough about how much our volunteers mean, from the friendly faces at the front desk to planning events and teaching classes, folding Mature Princeton and the volunteer programs. 428 volunteers gave 12,162 hours, valued at \$269,162!

Two PSRC volunteers were honored at the Volunteer Connect recognition night, Celia Lidz and Judy Wendell, who have facilitated Let’s Talk English and Memoir Writing (and Let’s Talk sub) for several years.

**GrandPals:** There were 50 GrandPals this year reading with 88 children at Littlebrook and Riverside schools and helping teachers with 48 children at Community Park. The volunteers show their love of children each week, and in the spring, the depth of those bonds is evident as they say goodbye and celebrate the world that opens up when one can read. Evaluations of the program are glowing with special moments from the teachers, the GrandPals, parents and students.

#### **IV. Advocacy**

We have been successfully active in the efforts to get the Free B running during the day. PSRC staff helped people understand the new property taxes and complete Property Tax Rebate forms. PSRC has watched the discussion about the use of Valley Road Building, and expressed an interest in being able to use classroom space there when renovated. Another upcoming concern is the impact of the hospital move on the community.

#### **V. Strategic Planning**

Board and staff began the strategic planning process last summer. Questionnaires were circulated to participants, interviews were held with key stakeholders, and the staff held retreats. The committee, board and staff worked on a plan, which was adopted in May. Focus areas are programs and services, staffing and infrastructure, fiscal resources, visibility and marketing and board governance.

Strategic Planning demonstrated that awareness of PSRC has grown, and that most who attend are very happy with the programs and services that are offered. It also identified some key areas for improvement, including space issues, overload of staff and outdated technology. Sustainability is always a concern, and changing demographics challenge us to find ways to attract a new generation of “seniors” and growing diversity. Underlying much of the discussion was the question of how to balance depth and breadth of services, while preserving quality. One concept that arose repeatedly was *community*, recognizing the ways that PSRC is a community and builds connections between participants in all activities.

It was so clear that technology needed to be addressed that a committee was formed early in the year, under the leadership of volunteer Michael Ibara. This committee is working to create a sustainable technology use plan, including replacement of hardware and software, policies and directions, database, website, backup storage, critical documents, staff training, including both offices and computer room, to improve consistency and efficiency and to make sound decisions going forward. Funding has been received to replace hardware and software for staff and the classroom.

A second key goal identified is to expand our programming to appeal to younger seniors. The Boomers are a very different population from the older adults currently served. They are bound to change this stage of life as every one before it, but it is too soon to be sure how. It seems that this generation anticipates living another 30 active years past retirement, and that many of them have not saved adequately so expect to work longer. They want to stay young and active, and despite marketing to the contrary, they are aware of ways they are aging. They are taking care of parents rather than recreating. They do not want to be lumped together, but seen as individuals, and they will speak up. PSRC is reaching out by expanding hours earlier and later in the day, and occasional weekends, through Evergreen Forum, Next Step, exercise and caregiver support.

As we have expanded, creative thinking was applied to challenges, including exploring ways to gain space through longer hours and doing more through off-site collaborations rather than expanding our physical space. We would happily expand into a community center if it became a reality. We have seen a huge increase in people suggesting program ideas and other organizations suggesting collaborations.

Strategic thinking includes monitoring developments in the field of aging, national and local initiatives, connecting with local aging network providers, collaborating with other organizations and examining the challenges and opportunities presented by community developments such as the hospital move, property taxes, changing demographics, senior housing projects, consolidation and other community initiatives.

## **VI. Financial**

Fiscal sustainability continues to be a core strategic goal. Additional revenue will be necessary to sustain current operations going forward. The expectation that participation does not carry a cost must be changed; there is a need to shift the culture of PSRC from a mindset of “free” entitlement to paying for quality, professionally-led classes and services. Strategic work will focus on long term planning, budgeting and visioning for the organization.

These continue to be challenging times in all sectors. People are feeling the pinch of the economy and taxes, which impacts donations and participation fees. The donor pool needs constant replenishment. Corporate and foundation support is tighter, and municipal support has been level for four years. This year we lost two months’ revenue to the renovation. At the same time costs continue to rise despite implementing austerity measures. The Human Capital Campaign and gifts to the Endowment have helped, but the operating budget showed a deficit at year end of just over \$10,000.

## **VII. Development**

“I don’t know how you do so much with so little. I know my donation is put to good use.”

Last year PSRC launched a “Human Capital Campaign” in recognition that the staff are at the heart of our success, and that recruiting and retaining excellent staff is critical. In November, we held an event with the Capitol Steps, which was a giant step in our fund raising. We raised more and had more corporate and individual sponsors than ever before, lifting awareness of PSRC in the community. We are well on our way to a goal of \$500,000 in 5 years.

PSRC received one large and a few small gifts to the endowment, lifting the total endowment to nearly \$750,000. In addition, it was selected for a Legacy Grant by the J. Seward Johnson Sr 1963 Charitable Trust. This \$250,000 was put into an endowed fund named the J Seward Johnson Sr Assistance Fund, the annual income of which will be given as mini-grants to low income Princeton seniors who are clients of our social service programs for things that can have a significant impact in supporting aging in place, such as replacing crumbling steps.

PSRC also established the Jocelyn and Carl Helm Legacy Society, in honor of the organization’s founder and first donor. A planned giving brochure will be available soon.

The Brunch at Home fundraiser was again very popular and successful, as were the annual appeal and a major donor reception.

## **VIII. Outreach & Marketing**

“I went to a Next Step lecture at the library. It was very good. That was how I heard about PSRC. I’ve been coming to other programs since then. You do so much.”

Outreach to those who do not know about-or do not use- PSRC remains a challenge; many maintain an out-dated image of senior centers and fear aging. We will continue to make efforts to reach out through *Mature Princeton*, *Prime Time* (TV), local media and outreach to those who work with older adults, but our primary energy will be in providing quality services to those who use them. We have created an insert that will be included in the Town Topics in September. Collaborations, such as programming at the Library, have been one way to reach those who would not enter a “senior center.” We have had good coverage in the newspapers. Susan continues to do community presentations, including being on a workshop panel at PU alumni day. The bullying workshop was also important outreach to area professionals.

We have started to send mass email communications and hope to have an online newsletter by the middle of next year. *Mature Princeton* was redesigned to reduce pages, and further changes are being explored toward reducing costs, as we can’t abandon print yet. The *Community Resource Directory* and *Alternative Living Directory* have been merged into one volume and updated. The online version is done and the print version should be done this summer. When it is complete, an introductory packet of materials will go out to clergy and doctors.

Branding and naming were part of the strategic discussion. Responses to the term “senior” seem to split along generational lines, with younger people avoiding it and older people claiming it as a badge of honor. We decided to transition to using “PSRC.” Modest changes were made to the logo, and we will transition to the new one as we re-print materials. A sign is being manufactured for Stockton St. We seek consistent use of the same blue and green colors, the logo and “wave” as a link in the look across all the programs. A stylebook is being created.

## **IX. Personnel**

PSRC was saddened by the death of Evelyn Voorhees, long-time office assistant at Spruce Circle. Fran Angelone has very capably assumed the role of Office Manager, with Laraine Alison filling in when Fran is off-site doing economic security assessments for NCOA. Fran will be transitioning over to PSRC staff in July. Due to generous donors, staff received small raises and bonuses this year. Professional staff have attended several conferences to improve skills and maintain credentials. All staff are reviewed annually.

Several new board members joined PSRC this year, bringing a wide array of professional experience.

**X. Administrative** – A new liability insurance package was selected and insurance agent changed. The credit card processing was reviewed and we kept the current provider. Organization investments were reviewed thoroughly and current management continued. A few new policies have been written, as well as participation guidelines.

## **Progress on Goals for 2010-2011**

- Complete Strategic Plan for 2011-2015- completed
- Outreach to people who do not use PSRC – a newspaper insert has been printed that will be included in the Town Topics in September, as well as packets for clergy and doctors.
- Technology improvements, advisory committee and plan – the committee has been busy and has begun to implement new strategies. New hardware is expected by Fall.
- Redesign *Mature Princeton* and begin electronic communication capacity – We subscribed to Constant Contact and have begun sending communications. We have not found a sponsor for *Mature Princeton*. The ongoing classes were pulled out to a quarterly insert, but a major redesign is still waiting.
- Update Resource Directories – combined, all data checked and entered into website. Print version almost done.
- Build donor base - ongoing
- Planned giving/bequests – target for completion of materials is September.
- Renovation – completed in September.
- Build collaboration with PHCS re community care and hospital transition – have been watching without finding entry point.
- Not listed: the FreeB is now running 3 days a week.

## **Goals for 2011-12**

- Complete Strategic Plan implementation plan
- Complete technology committee plan
- Transition to new computer hardware, software and use
- Complete design of Next Step website
- Make progress on Next Step affiliations and program development
- Complete design and begin to implement e-newsletter
- Redesign *Mature Princeton*
- Create multi-dimensional fundraising strategy and plan
- Address changes in Partners In Caring for next grant cycle.

Susan W. Hoskins LCSW  
Executive Director  
July 2011



**Princeton Senior Resource Center  
2010-11 Activities**

***Programs***

**Weekly Classes: (# attending)**

Health & Fitness:

Aerobics	35
Chair Exercise	10
Chair Yoga	3
Drumming	10
High-Lo-Go	12
Strength Training	15
Tai Chi	13
Table Tennis	50
Hi Low Go	10
Let's Walk	5
Wake Up Aerobics	21
Yoga	16

**Total: 200**

Enrichment:

Art with Hannah	13
Art with Bob	10
Bridge Coaching	20
Bridge lessons	52
Chronic Disease Mgt	6
Coming of Age	8
Computer Classes	50
Computer lab	20
Drawing	16
Grey Matters	6
Literature	8
Living in a New Age	6
Memoir Writing	20
Origami	6
Word Play-Poetry	15

**Total: 256**

Evergreen Forum:

Fall 2010 -	299
Spring 2011 -	312

**Total: 611**

Games:

Bridge-Social	40
Duplicate Bridge	150
Chess	2
Mah Jongg	8

**Total: 200**

**Monthly Programs:**

Opera Videos	ave 22
Movies	ave 16
Brown Bag Seminars	ave 30
Expanding Horizons lectures	28

***Special Events-Single Session-SPB:***

Retire in 3D!	80
Pakistan Lecture	26
GrandPals Fall Workshop	26
Health Reform	28
Flu Shot/Health Fair	740
Evergreen Annual Meeting	100
Memory Screening Day	15
Holiday Party	150
Art Opening-PSRC	40
Chinese New Year	90
Evergreen Teacher Party	35
Science Café	11
Consolidation	3
GrandPals lunch	28
Phila Flower Show Trip	34
Lifelong Creativity Fest	96
Volunteer Appr. Lunch	80

**This adds up to roughly 1000 per week attending a PSRC program.**

***Special Programs – Spruce Circle***

Farmers Market Coupons	47
Holiday baskets	29
Ital-Am Club Christmas gifts	30
Spring Baskets-	80
Winter Concerts –	178
McCarter Theater tickets -	80
Summer Concerts –	80
PU Summer Theater –	20
Ice Cream Social -	60

***Mature Princeton*** Bulletin mailed to 3000 people, 500 hand-distributed = 3500

## ***Social Services***

### Contacts - Annual

Phone calls: 1490  
In office: 1929  
Letter: 15  
Email, other: 891  
In home: 471  
**Total: 4799**

Type:  
Info & Referral 587  
Benefit Assistance 64  
Home visits 471  
Caregivers 710  
Case management: 1406  
Counseling: 1152

33% of the contacts are from adult children, friends and professionals  
18% are male  
26% are from outside Princeton (many from family members)

### Support & Social Groups:

Ave. Monthly  
Bereavement: 5  
Children of Aging Parents: 5  
Caregiver Support: 10  
Widows Support: 9  
MP Folding: 12

### Weekly – ave attendance

Lets Talk 8  
Lets Talk Too 7  
Lets Talk in English 9  
Lets Talk in English Too 7  
Knit Wits 20

### Ongoing social service clients

Partners in Caring 88, 73 current  
Others 16

### Assistance Appointments:

AARP Tax Aides 125  
SHIP 6  
Blood Pressure Screening 10/mo.  
Benefit Assistance 8/mo  
Food Stamps 20 (moved to HSC)

## ***Volunteers***

**GrandPals** volunteers 50 (136 students)

**HomeFriends** volunteers 31 (30 recipients)

**LINK** volunteers 15(13 recipients)

Office volunteers 15, mailings 33

Board volunteers 20

Evergreen Steering Committee 17

Volunteer instructors 43

Tax vols 7, SHIP 2, pensions 1

Other volunteers throughout the year for particular activities/events 33

Development 89

Corporate (Bloomberg, GE Health, Sandoz) 66

All volunteers receive orientation/training and are recognized with appreciation events. 10 were registered with RSVP.

**Total= 428**

**Value of 12,162 hours donated= \$269,162**

**Staff: 3 FT, 9 PT/hourly =7.75 fte**

### ***Crosstown Transportation***

Registered riders - 534

Active riders - 281

Total rides - 3386

Medical rides – 1849

### ***Free B***

Used for Flu Shots, Holiday Party, Creativity Festival and One Table Cafe

### ***Next Step: Engaged Retirement & Encore Careers***

59 programs: 25 workshops, 10 lectures, 15 support groups, 9 class - 516 attended