This year approximately **1200 people** walked through the door at the Suzanne Patterson Building each week and there were another **100** support and guidance contacts! It was my 10th anniversary, which was celebrated in grand style in June at the Cotton Club event. What a privilege it is to work with such a dedicated staff, board, volunteers and friends of PSRC. It is hard to convey how pleased we are when people tell us how welcome they feel, how lively the Center is and how much they enjoy coming. As one person said, “You have become the adult community center in Princeton; we love it.”

The 2010 census indicates that the population of people over age 55 in Princeton has grown by **15%** since 2000, to fully 25% of the population. By 2040, it is expected that the population of older adults will be double the number in 2000, with the cohort of those over 85 and minorities increasing most dramatically. We believe that the programs and services offered by PSRC to address the six dimensions of wellness (physical, emotional, cognitive, social, spiritual and purpose) add value to the appeal of culture and accessibility that draw retirees to Princeton. The goals identified for this year were a direct outcome of the **Strategic Plan**. An implementation plan was written, technology updated, Next Step website designed and program expanded, e-news was initiated, and the transition completed in the United Aging & Disability project. More work can be done on a longer term fundraising strategy and monthly bulletin design.

A key element of PSRC’s success is secure funding. PSRC’s **financial security** was reinforced by a substantial donation to the endowment, a bequest, another successful Human Capital Campaign event, and continued support from the community. This has allowed us to increase staff hours and compensation and build up our reserves. We are grateful for the continued support of the municipalities for 25% of our revenue, 23% from foundations, grants and service agreements, 23% individual donors and events, 29% from class fees and other. The Capitol Steps, Brunch at Home and Cotton Club fundraising events were well attended and business support increased. This is especially critical as we move into a year when we know that 2-3 grants that support essential programs may not be renewed.

PSRC strives to be the **primary community resource** center for all aspects of aging. Our **Community Resource Directory** continues to be highly valued by individuals, families and professionals in the area. It was updated and republished last summer and is updated regularly online. The list of Brown Bag seminars indicates the wide variety of health, wellness and informational programs offered. I get frequent positive comments about my director’s messages, especially the personal ones. The Fall conference is another important source of information. This year’s fall conference focused on practical strategies for family caregivers. The economic downturn and rapidly growing number of people who want to age in place are contributing to huge growth in the number of family caregivers (65 million Americans). A panel of professionals from local organizations and Thomas Jefferson University shared strategies for managing mood, mobility, activities and other aspects of family care. PSRC also conducted community outreach by presenting for community groups, hosting a WHYY focus group, and
having a table at Communiversity, Community Night Out and the Mercer County Women’s Expo. I also presented at the National Aging in America conference and was on a panel for Aging & The Arts at the Arts Council of Princeton.

One of our strategic goals has been to adapt what PSRC offers to appeal to younger people. We are seeing this realized particularly in the Next Step, Evergreen Forum, computer, and family caregiver programs. The popularity of Evergreen Forum continues to grow and Next Step is proving to be a great feeder program. The Evergreen Forum Steering Committee has embarked on strategic planning, starting with creating rules of governance. Some of the Evergreen Forum classes have continued informally through the summer. Opera Videos and monthly movies remain popular.

Designated grants for technology enabled us to install new computers for staff and the lab, which led to a very exciting new program of 104 computer classes coordinated and taught by volunteers and an ongoing service project with Princeton University students helping in the lab. Topics ranged from introduction to the internet to advanced iPad (see list attached). Many students were new to PSRC. We also introduced some new classes such as video production. Another change has been increasing the number of single event programs such as lectures tied to trips (list also attached), most of which have been suggested by participants. There has also been an increase in the number of community groups asking to collaborate or present at PSRC.

Another strategic goal has been to enter the world of social media thoughtfully and deliberately. Julia Ibara became the Social Media Manager, launching a Facebook page and electronic newsletter, as well as continuing to manage the website. We now send regular electronic communications about computer classes, Evergreen Forum and Next Step. Julia has helped us weather the consequences of changes within our website host company.

PSRC hosted Living with Purpose in March, which featured three Purpose Prize® winners who had been nationally recognized by Civic Ventures for living out their passion in encore projects that are having a positive impact on their communities and the world. The event drew over 100 people, many of whom were younger and new to PSRC. PSRC partners for the event included Civic Ventures, Coming of Age, WHYY, Springpoint Foundation, Volunteer Connect and Princeton University’s Alumni Corps. The program introduced the community to the concept of “encore careers” and many attendees commented on the quality and inspiration of the program. Attendance at the Next Step programs continues to grow as 10,000 Americans turn 65 every day and begin to plan their next steps. The monthly Next Step lectures by professionals were popular, addressing legal and financial planning, Medicare, sex and relationships, downsizing and other topics.

A third goal is to address diversity in this community. One aspect of diversity is age; we have succeeded in attracting people from different generations. Another is ability, exemplified in the range of fitness programs offered. Another is economic; we serve all members of the community but devote many resources to serving low and moderate income families. This includes our participation in the United Aging and Disability Partnership and establishing the J. Seward Johnson Sr. Assistance Fund, in addition to utilizing other grants in support of the social services. We offered our first program on planning for domestic partners. This year we also explored offering programs in Chinese, starting with “Let’s Talk in Chinese.” There was not
sufficient enrollment in this class, but we will keep exploring. Other programs have increased community awareness of other religions, cultures and traditions.

PSRC was instrumental in launching the FreeB daytime service this year. Free mini-bus service now runs three days a week, significantly improving mobility for people living at Elm Court/Harriet Bryan House and the other public housing communities as well as helping others who do not drive. We also succeeded in negotiating full reimbursement for **Crosstown Transportation** for rides to the new University Medical Center of Princeton at Plainsboro complex, Merwick and Princeton Care Center. Presentations at PSRC and transportation to the Open House have helped to reduce anxiety about the hospital move. We used a “Culture Bus” grant to help people get to Trinity Church’s One Table Café and some evening concerts. These efforts reflect PSRC’s commitment to community advocacy for older people.

Significant staff effort has been spent on the **United Aging and Disability Partnership (UADP)**. The United Way of Greater Mercer County committed to funding for the next three years, combining the two aging and disability collaboratives to serve the whole Greater Mercer area. Nine agencies have joined to provide case management and a range of other services to support low and moderate income older adults and people with disabilities who are aging in place. Internal procedures and paperwork were created to facilitate collaboration and untold hours have been dedicated to implementing a new electronic record system. PSRC assisted 87 clients and their families this year through UADP, as well as dozens more outside the program. Nearly **100 social service inquiries** are addressed each week, by phone, in office, or home/hospital visits. PSRC continues to be highly respected by residents and professionals for our resource knowledge and the programs we offer to educate the community. The first grants were made from the J. Seward Johnson Sr. Assistance Fund for medical equipment and decluttering assistance.

PSRC is also dedicated to enabling people to feel purposeful through **volunteering**. More than **550 volunteers** gave over **10,243 hours** at PSRC this year. The variety of opportunities helps to find a match that will last, including development events, office assistants, instructors, home visitors, and GrandPals. The shifting of focus at Volunteer Connect may create an opportunity for PSRC to do more volunteer matching for older adults.

We are especially excited about the expansion of **GrandPals** to an elementary school in Trenton. It began as a volunteer initiative, bloomed through collaboration and took off with enthusiastic volunteers who added another day to their busy lives. The icing on the cake was involving the whole PSRC community in collecting over 300 books for the reading library.

We are discontinuing the LINK program for a number of reasons, but will continue to welcome teen volunteers at the Suzanne Patterson Building. **HomeFriends** continues to serve an important friendly visit role, but needs more publicity.

We also creatively addressed the problem identified in the strategic plan of exceeding our **physical space** capacity. We have continued partnerships with the Princeton Public Library, Housing Authority of Princeton, Princeton Community Housing, Recreation Department and the Borough to hold programs in their facilities. But with attention to expanding our programs to
younger adults, we are also starting programs at 8 am and continuing into evening hours. At the same time we have actively advocated with the municipal consolidation committees to gain additional space in the Suzanne Patterson Building and Borough Hall. We are optimistic that the creation of a “Community Services Center” will facilitate our collaborations with the Health Department, Human Services and Corner House. The Spruce Circle community room and offices got a major facelift this winter. We are scheduled to have windows at Suzanne Patterson replaced next winter.

These resources enabled PSRC to retain and reward our dedicated staff, expanding some hours. Soni Pahade joined the social service staff (replacing Paula Slamowitz), bringing her skills in case management, groups and education. Judy Kennerk moved up from volunteering to replace Amy Klein in Development, bringing her experience with event planning and marketing. Shea Loving, Sallie Meade and Karen Faigenbaum joined the staff for the summer (two known to us as volunteers). All professional staff have attended continuing education programs this year. Community partners who helped present programs this year included the Princeton Public Library, Princeton HealthCare System, Princeton Recreation Department, Princeton Regional Health Department, Arts Council of Princeton, Jewish Family & Children’s Services, Ride Provide, American Red Cross, EnableNJ, Interfaith Caregivers, Mercer Street Friends, Mobile Meals Trenton/Ewing, Mt Carmel Guild, Princeton Regional Schools, Princeton University, Springpoint Senior Living, Robert Wood Johnson Wellness Center, Princeton Adult School, Princeton Community Housing, Housing Authority of Princeton, Morven, United Way of Greater Mercer, Hopewell Senior Center, Princeton University Concerts, Princeton Summer Theater, Windrows, Acorn Glen. There were also innumerable professionals who offered seminars on a wide range of topics and several volunteer groups.

There has been a lot of growth and change over the past 10 years, and we already have a list to work on for next year!

Goals for 2012-13
- Research and implement new database
- Identify new foundations, sponsorships and other funding sources
- Improve social media presence and website
- Explore viability of expanding social services
- Define a marketing plan and department
- Explore opportunities to strengthen volunteer linkage
- Implement Encore Intern program
- Explore criteria for evaluation of programs
- Begin bequest program publicity
- Extend strategic thinking and planning
- Begin to plan 2014 anniversary

See attached statistics

Susan W. Hoskins LCSW
July 2012
Classes are weekly & ongoing unless noted

Health & Fitness
Blood Pressure Screenings 9/mo
Flu shots/Pneumovax/Health Fair 485
Chair Exercise 16/twice weekly
Wake Up Aerobics 27/daily
Aerobics (Rec. Dept) 35/3x wk
High Low Go 9/2x wk
Table Tennis 35/3x wk
Yoga 18
Chair Yoga 15
Strength Training 8
Tai Chi 16
Group Drumming-HealthRhythms 3

Social/Recreational
Games: Social Bridge 44
Duplicate Bridge 150
Bridge Coaching/Lessons 30
Mah Jong 8
Movies – monthly, weekly in summer 8-40
Opera Videos 180 (14-30/wk)
Let’s Talk & Let’s Talk Too 13,15
Let’s Talk in English & LTE Too 11,11
Let’s Talk in Chinese 3
Let’s Walk (seasonal) 3
Knit Wits 31

Next Step: Engaged Retirement & Encore Careers 656
Speaker series at Library
Medicare 16
Gap Years 12
Wills & Estates 32
Downsize 31
Retirement Portfolio 16
Sex & Aging 20
Financial Bloopers 25
Managing Career Transitions 15
Senior Travel 8

Workshops
Intro to Your Lifestyle in Retirement 5x, 2-18
Job Search Strategies for Older Workers 5x, 3-23
Encore Careers: Doing Good - Well 3x, 5-40
Volunteer Opportunities 12
Voluntourism 16

Classes:
Engaged Retirement-PAS 14
Groups: Navigating Retirement group-RWJ 15
Age for Change discussion group 7

Education
George Ingenbrant 12
Word Play Poetry 14
Mixed Media Art 12,13
Drawing 9
Computer Lab 2-10
P.U. Special lab 30
Memory Fitness 16
Memoir Writing 17
Video production 9
Matter of Balance 11
Grey Matters 4
It’s all about money 13

Computer Classes (single sessions, times offered) 600
Gadgets (3) 60/10
Intro to Email (5)
Downloading Photos (7)
Facebook (5)
More Email (5)
Editing Photos (7)
Internet browsing (4)
Intro to iPad (7)
Internet Security (3)
Sharing Photos (4)
Downloading software
Intro to Word (4)
Google+ (3)
Skype (4)
LinkedIn (4)
Intro Excel (2)
More Excel (2)
More Facebook (2)
Twitter (2)
Audio/eBooks
Organizing Photos
More iPad (6)
Intermediate Excel
Computer basics (2)
 iTunes
Managing Files (5)
iPhone (3)
Intermediate Word
Instant messaging (2)
Selling online (2)
Intro to Powerpoint
Best free websites (2)
Pintrest
Online job search

Publications
Community Resource Guide
Mature Princeton Monthly Bulletin 3500/mo
PSRC Website: princetonsenior.org

9/1/2012
### Single Session Special Events
- **Living With Purpose Conference**: 100
- **Chocolate for Memory Conf.**: 90
- **Memory Screening**: 15
- **Book discussion**: 4
- **Art show opening**: 50
- **December Holiday Party**: 194
- **WHYY Focus group**: 40
- **Treasures of Vietnam**: 50
- **Welcome to Shelbyville**: 4
- **Origami**: 9
- **Ikebana**: 5
- **Van Gogh lecture**: 50
- **Alabaster Sculptures**: 55
- **Frauds, Fakes…**: 51
- **Consolidation**: 16
- **Meet the Author**: 30
- **Bag It**: 12

### Resources
- **Children of Aging Parents**: 25 (ave 4/mo)
- **Social Services – Help with Life's Transitions**: 3422
- **Contacts**: 3422
  - Information & Referral: 536
  - Home visits: 237
  - Case Management: 1090
  - Counseling: 744
  - Caregiver support: 666
  - Benefit Assistance: 49
- **Monthly Support Groups**: 3422
  - Bereavement: 12
  - Widows Support: 15
  - Caregiver Support: 21 (ave 12/mo)

### Assistance Programs & Services
- **AARP Tax Assistance**: 143
- **Benefit assistance**: 2-3/mo
- **Gift Donation distributions**: 10-50/mo
- **Chore Days**: 6
- **Appointments with SHIP**: 2-3/mo

### United Aging & Disability Partnership
A collaborative with JFCS, Red Cross, Enable, Ride Provide, Interfaith Caregivers, Mercer St. Friends, Mt. Carmel Guild, Mobile Meals of Trenton & Ewing. Partners provide assessment, care coordination, information and linkage to services, counseling & consultations for individuals and families, caregiver support and respite, volunteer visitors, mobile meals, transportation, home safety assessment and modifications, nursing assessment and home visits, education. For low and moderate income individuals. Clients in program this year: 85

### Volunteers
- **GrandPals (with children in 4 schools- 6 classrooms)**: 57 1200
- **HomeFriends**: 34 1104
- **LINK Students**: 6 150
- **Instructors**: 21 1700
- **EF Instructors**: 35 1140
- **Board members**: 19 450
- **Office Assistants**: 20 820
- **Tax Aides**: 8 300
- **SHIP & Finance**: 2 20
- **Even Green Steering Ctte.**: 19 300
- **Development**: 120 1464
- **PSRC events**: 45 180
- **Next Step**: 5 100
- **Volunteer skilled consultants**: 3 150

### Groups:
- Doubledtree Hotel 3
- Stony Brook Garden Club 8
- Stony Brook School 20
- J&J Gardeners 5
- Acorn Glen 6
- Buckingham Pl 2
- St Paul’s Girls B-ball 13

### Staff:
- 3 Full Time, 9 Part Time, 3 summer temp.
- Paid Instructors: 16

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9/1/2012
Princeton Senior Resource Center
Programs and Activities Statistics 2012-13

Classes are weekly & ongoing unless noted

Health & Fitness
Blood Pressure Screenings 9/mo
Flu shots/Pneumovax/Health Fair 483
Chair Exercise 20/twice weekly
Wake Up Aerobics 22/daily
Aerobics (Rec. Dept) 35/3x wk
High Low Go 7/2x wk
Table Tennis 35/3x wk
Yoga 10
Chair Yoga 15
Tai Chi 11
Group Drumming-HealthRhythms 21

Social/Recreational
Games: Social Bridge 44
Duplicate Bridge 150
Bridge Coaching/Lessons 30
Mah Jong 10
Movies – monthly, weekly in summer 13-42
Opera Videos 160 (14-30/wk)
Let’s Talk & Let’s Talk Too 12,16
Let’s Talk in English & LTE Too 12,14
Let’s Talk in Chinese 3
Knit Wits 31

Next Step: Engaged Retirement & Encore Careers 1142
Speaker series at Library
- Men in Retirement 39
- Aging Athletes 32
- Making Money go Further 20
- Medicare 21
- Wills, Trusts, Estates 50
- Home-based Business 3
- Aging at Home 9
- State of Your Affairs 20
- Outlasting Your Retirement Portfolio 16
- Retirement Living Contracts 11

Encore Career book event 60
Workshops
- Intro. to Your Lifestyle in Retirement 6x, 4-14
- Job Search Strategies for Older Workers 4x, 1-22
- Encore Careers: Doing Good - Well 4x, 2-22
- Volunteer Opportunities 3x, 8-14
- Volutourism 2x, 4-8

Classes: Career Planning 7
- Let’s Talk Retirement 1
- Next Step -RWJ 11
- PAS 17
- Figuring Out Your Encore 6

Groups: Navigating Retirement group-RWJ 14
- Active Wisdom 11
- Men in Retirement 48 (15-20/wk)

Evergreen Forum (lifelong learning) 793

Education & Enrichment
- Art for Caregivers 25, 7
- AARP Driver Safety 11
- Travels with George 10
- Word Play Poetry 14
- Mixed Media Art 12,13
- Drawing 10
- Computer Lab 2-10
- P.U. Special lab 30
- Breakfast for Brain 20
- Memoir Writing 18
- Currents 15
- Cosmology 12
- Playing with Stories 10
- TED talks 14

Computer Classes (wkly ave 5-15)
- Gadgets
- Downloading & Organizing Photos
- Editing Photos
- Sharing Photos
- Facebook
- Advanced Email
- Internet Security
- Intro to iPad
- More iPad
- Intro to Word Processing
- Intro to Excel
- Intro Open Office
- Intro Powerpoint
- Intermediate Word
- Intermediate Excel
- Skype
- LinkedIn
- Pintrest
- Managing Windows Files
- Genealogy 101
- Best Free Websites
- Selling Online
- Twitter in Emergencies
- Tracking Retirement Finances in Excel

Publications
Community Resource Guide
Mature Princeton Monthly Bulletin 3500/mo
PSRC Website: princetonsenior.org
Facebook
E-news

Single Session Special Events
April’s Retirement Party 225
AARP Consumer Resource Fair 2012 150

11/7/2017
AARP Consumer Resource Fair 2013  160
Holiday Party  140
Plan for the Future Fall Conference  150
Art Fakes –Windrows  40
Art Museum Trip –Rec Dept  55
Art Show Opening  60
Art Lecture - Armory Show  40
Barnes Museum Trip  56
Barnes Lecture  65
Chinese New Year  60
Cosmos Lecture  30
Evergreen Annual Meeting  70
Evergreen Steering Committee Party  16
Evergreen Faculty Party  30
Fertile Crescent lecture  52
Folder appreciation lunch  20
Holiday Origami  18
Valentine Origami  8
Managing dementia  8
Memory Screening  29
Movie & Discussion-China
  The Good Earth  20
  Last Emperor  21
Meet the Author-Yevick  22
Office Volunteer party  25
Opera for Beginners  45
PIC Princeton Info sessions  20
Shredding- Public Works
Lunch & Learn Seminars  5-25
  Communicating with your health aide
  Medication & Aging
  Transportation options
  Smart Steps Walking
  Dementia Communication + Care
  Fall Prevention
  Medicare changes 2013
  Preparing for your doctor visit
  Savvy Seniors (scam awareness)
  Emergency Preparedness
  Legal & Financial Planning for special needs
  Aging & Balance
  Medicare & Medicaid
  Lyme Disease
  Dementia
  Sleep as We Grow Older
  Investing for Income
  Sun Smart Seniors

Caregivers  26  (ave 8/mo)
Children of Aging Parents  25  (ave 4/mo)
Men as Caregivers  10
Social- see Let’s Talk and Knit Wits
PIC-Princeton Care Coordination  51 ongoing clients
Caregiver Resource Center
HomeFriends Volunteer visitors  23 visiting 17
Resource Library
Aging & Caregiver education
Management of benefits and donations; Farmer’s Market
Coupons, Holiday baskets, Holiday gifts, Spring Baskets,
Multiple concert and theater tickets.

Assistance Programs & Services
AARP Tax Assistance  156
Farmers Market vouchers  40
Gift Donation distributions  23,78,30
Appointments with SHIP  10
Comcast assistance  8/mo
Concert tickets  131

Crosstown Transportation
Active registered riders  352
Rides  3523/yr
FreeB now running 6 days a week!

Volunteers  489 #  10,865 hrs
GrandPals (with children in 4schools- 6 classrooms)  70  1310
GrandPal Orientation  50
HomeFriends  30
  Active 23  2300
  GrandPals (with children in 4schools- 6 classrooms)  70  1310
  GrandPal Orientation  50
  HomeFriends  30
  Active 23  2300
Instructors  7  700
EF Instructors  37  1185
EF Steering Committee  18  350
Board members  18  450
Office Assistants  20  890
Computer lab + class  10  910
Tax Aides  6  250
SHIP & Finance  2  10
Development  114  1600
Holiday party  30  180
Flu-Health  24  100
Next Step  5  200
MP Folding  36  240
Groups:
Stony Brook Garden Club  8  Bloomberg  12
Stony Brook School  20  PU Students  16
Acorn Glen  6

Social Services – Help with Life’sTransitions
Contacts  2855
  Information & Referral  559
  Home visits  236
  Case Management  1023
  Counseling  475
  Caregiver support  447
  Benefit Assistance  66
Monthly Support Groups
  Bereavement  25  (ave 5/mo)
  Widows Support  17

Staff: 3 Full Time, 7 Part Time,
1social work intern,3 next step interns
Independent Contractor Instructors: 12

11/7/2017