

Princeton Senior Resource Center  
Annual Report  
July 2012

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 10<sup>th</sup> 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 WHY? 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 de-cluttering 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

**Princeton Senior Resource Center  
Programs and Activities Statistics 2011-12**

*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
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Groups: Navigating Retirement group-RWJ	15
Age for Change discussion group	7

**Evergreen Forum (lifelong learning) 636**

**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)	
Pinterest	
Online job search	

**Publications**

Community Resource Guide	
Mature Princeton Monthly Bulletin	3500/mo
PSRC Website: <a href="http://princeton senior.org">princeton senior.org</a>	

Facebook  
E-news

**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
Constable lecture	36
Origami	9
Ikebana	5
Van Gogh lecture	50
Alabaster Sculptures	55
Frauds, Fakes...	51
Consolidation	16
Meet the Author	30
Bag It	12
Trips (Phila Art 2x, Flower Show, Radio City)	
Hospital Open House trip	
Brown Bag Seminars	4-40

- Cooking and eating foods you like
- Senior fraud protection
- Understanding Alzheimer's
- What's ok? Medication interactions
- Assistive technology
- How not to get sick
- Medicare Extra Help
- Project Lifesaver + Photo ID
- Insomnia
- Adaptive devices for car
- Veterans programs
- Diabetes Academy
- Lifeline alerts
- Decorating on a Budget
- Online Banking
- Medicare Fraud
- New Hospital
- Legal & Financial Planning for Domestic Partners
- Financial Elder Abuse
- Emergency Preparedness
- Common GI disorders
- Eat Well to Feel Better

**Social Services – Help with Life's Transitions**

Contacts	3422
Information & Referral	536
Home visits	237
Case Management	1090
Counseling	744
Caregiver support	666
Benefit Assistance	49
Monthly Support Groups	
Bereavement	12
Widows Support	15
Caregiver Support	21 (ave 12/mo)

Children of Aging Parents 25 (ave 4/mo)  
Social- see Let's Talk and Knit Wits  
Volunteer visitors LINK 4 visiting 4  
HomeFriends 23 visiting 18  
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.

**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

**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

**Crosstown Transportation**

Registered riders	385
Rides	4277/yr
FreeB now running 3 days a week!	

**Volunteers**                      **550 #**                      **10243 hrs**

GrandPals (with children in 4schools- 6 classrooms)		
	57	1200
GrandPal Orientation	39	
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
Evergreen Steering Ctte.	19	300
Development	120	1464
PSRC events	45	180
Next Step	5	100
Volunteer skilled consultants	3	150
Bulletin Folding	40 (15/mo.)	
Groups:		Doubletree Hotel 3
Stony Brook Garden Club	8	Bloomberg 15
Stony Brook School	20	PU Students 16
J&J Gardeners	5	Viva Tango 5
Acorn Glen	6	Girl Scouts 3
Buckingham Pl	2	GE Healthcare 23
St Paul's Girls B-ball	13	Corner House 8
Volunteer recognition event	194	

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

**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
Voluntourism	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	
Pinterest	
Managing Windows Files	
Genealogy 101	
Best Free Websites	
Twitter in Emergencies	
Selling Online	
Tracking Retirement Finances in Excel	

**Publications**

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

**Single Session Special Events**

April’s Retirement Party	225
AARP Consumer Resource Fair 2012	150

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
Fifth Century lecture	50
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	

**Social Services – Help with Life’s Transitions**

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

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
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	

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