



## Annual Report July 2018

It has been another busy year at PSRC. Sometimes we reflect on what makes the magic. The answer we have arrived at is that we are a *community* which works together to make PSRC thrive—including donors, participants, staff and community partners who all know that PSRC provides critical support and opportunities to aging adults in the Princeton region.

There are several accomplishments toward our strategic goals:

- Formed an Advisory Committee which is active and supportive.
- Launched the Capital Campaign for Lifelong Learning to ensure our readiness for the future for a growing population of aging adults who are active and dedicated to lifelong learning in its many forms.
- Redesigned, updated and activated our new website: [Princetonsenior.org](http://Princetonsenior.org) to be more user friendly and mobile-friendly. Resources have been updated.
- Transitioned from paper to electronic newsletters, registration, and evaluations, completing the move to electronic program management. Paper newsletters are still available for a small fee. In the office, we are fully using cloud-based shared files, database, calendars, and accounting tools.
- Installed an electronic sign board at Suzanne Patterson Building.
- Engaged in a community-wide collaboration focusing on *Migrations*; at PSRC including two art shows, two book discussion groups, two TED talks, and the Sharing Stories group. Also joined in community collaboration for Welcoming Princeton.

### Programs:

- A highlight program this year was *Then & Now: Growing Up African American in Princeton*, featuring two generations of local residents sharing their stories and engaging with the audience.
- We reviewed program **evaluations** and attendance, making efforts to increase attendance and to offer new programs.
- We are offering more single or **limited-session programs** rather than year-long. These included author and artist talks and a mindfulness class, and a collaboration with the Library viewing the *Coming of Age in an Aging America* video. All were well attended.
- During the summer we offered weekly hit **movies**, opera videos and a documentary series.

- We offered more **FYI** programs on a wide range of topics including health, wellness, and personal safety (see list)
- In an effort to reduce waste and ineffective use of staff, we switched to individual serving coffee, continuing to encourage people to bring their own mugs.
- The **Fall Conference**, *Technology & You*, included 11 workshops and a resource fair. It drew record attendance and helped plan the year's 20 technology workshops. The lab is now open three days a week, including two large gadget labs.
- The October **Health & Flu Fair** featured health screenings, vaccinations, and information from local and State service providers.
- Weekly TED talks continue to be popular and are a great introduction to PSRC.
- **Evergreen Forum** continues to be popular, attracting nearly 600 people to 27 classes each semester. The program could not thrive without the dedication of the Steering Committee and Instructors. The Instructor Party and Annual Meeting continue to be popular events. It has worked well to rent space at the Presbyterian Church of Lawrenceville to supplement the Suzanne Patterson Building.
- **Engaged Retirement** programs include Men and Women in Retirement monthly meetings--often with speakers—and Transition to Retirement. In collaboration with the Princeton Public Library, we also offer monthly topics relevant to retirement (Medicare, Legal and Financial Planning, Introduction to Retirement, Caregiving, Downsizing, etc).
- **GrandPals** had nearly 130 volunteers reading with 300 elementary students this year. It was a significant year as leadership transitioned from Olivian Boon and Sallie Meade to Wendy Lodge and Carla Servin. Olivian and Sallie had led and expanded the program significantly over the past 10 years.
- **Technology** lab and classes have been very popular. People can bring in any portable device for assistance, and staff have also relied on the volunteers' support. We appreciate Princeton University and Bloomberg for special Gadget Labs.

### **Services:**

- It is no surprise that with the population of people age 65+ growing rapidly, demand for our services has also grown. 90% of these services go to Princeton residents, the others are usually people who have been a part of the PSRC community for many years. Focus has returned to providing information and linkage to services, clarifying choices and plans, reducing risk and supporting family caregivers. Most are short-term but we provide ongoing support to some low income residents.

- The annual statistics also indicate that ridership on Crosstown is also growing; with 10% increase in both registered riders and rides taken.
- This year we re-opened the **Nutrition Site** in Princeton with Mercer County. There are a few regular attenders and expectation of growth for this daily noon meal.
- The **HomeFriends** program celebrated its 30<sup>th</sup> year and provided volunteer companionship and support to 24 people.
- PSRC's **J. Seward Johnson Sr Assistance Fund** helped several older Princeton residents in crisis with specific needs to support aging in place, including people affected by the Griggs Farm fire.
- More than 500 people attended **groups** this year. Groups are a great way to stay in touch, combat isolation, and provide peer as well as professional support. They are an excellent example of PSRC's efforts to build community and combat isolation.
- We transitioned *Let's Talk in English* groups to *Global Conversations* in an effort to attract more participants.
- Staff and community partners continue to offer assistance with **benefit** applications.
- PSRC's awareness of local **resources** continues to be our most valued service by the community, family members and area professionals.

### **Development:**

- The Fall Second City performance was loved by some and distasteful to others. We appreciated the sponsors support and understanding that the comedy troupe is not PSRC.
- We also did another Rago Auction event in the winter and a very popular dance with the Straight Ahead Big Band in June.
- We conducted a matching campaign to support GrandPals, including a photo exhibit of many of the volunteers with their children. The exhibit was very popular at the annual GrandPals luncheon, and several donations were received to honor the retiring coordinators, Olivian and Sallie.
- Annual appeal letters were sent in November and June. These regular donations are critical to our operations budget. We observe a transition from personal donations to family charitable funds. There is anxiety throughout the non-profit sector about the possible impact of the 2018 tax law changes.
- We held a lovely donor appreciation event in June with entertainment by the NJ Symphony chamber quartet.
- The Campaign for Lifelong Learning has been launched, focusing on long-term growth and stability of PSRC's lifelong learning programs.
- Grants were received which support general operations, specific programs, and special projects.
- We achieved Guidestar's Platinum level for organizational transparency.

## **Marketing:**

- It is very exciting to have a new website and new look to our newsletter and e-news.
- Press releases have been printed regularly in the Town Topics and other papers.
- We use Facebook and Twitter, as well as community event calendars, but audience remains small.

## **Volunteers:**

- It has been wonderful to welcome new volunteers at the front desk and in the computer lab. Sharon has also developed new relationships with several corporate volunteer groups *who help on events and projects like Blizzard Bags (supplies for sheltering in place in bad weather).*
- GrandPals & HomeFriends are covered above.

## **Age Friendly Princeton**

I attended the national Livable Communities conference and efforts continue in Princeton on affordable housing, public spaces, safe streets, and transportation. Attention will be focused in the coming year on supporting development of neighborhood groups.

## **Liaison**

David Cohen has been appointed as liaison between Princeton Council and PSRC. Our monthly meetings have improved communication and collaboration, and will be critical to making improvements at the Suzanne Patterson Building.

## **Staff**

The staff make the magic at PSRC, both in creating the welcoming and caring culture, and working together on all the programs and services we offer. This year the stability and collaboration of staff has been wonderful. Several of them have taken on some of my tasks to free me to focus on fundraising.

Staff have attended professional development programs (especially development and social services). We also offered CPR and emergency response training to all staff. Staff also attend community and professional networking groups as part of our outreach efforts. One of these is the Princeton Executive Directors collaborative, which led to the Migrations project and creating a community fundraising events calendar.

## **Board**

PSRC has had a committed board this year, with several strong additions. The subcommittees have been active which has helped ensure organizational best practices. Some members whose terms are over are continuing to provide their support and expertise on subcommittees or the Advisory Committee.

### **2017-18 Goal Review**

1. Implementing Lifelong Learning Campaign—done
2. Review and update organization policies—under way
3. Develop technology replacement policy—part of policy review
4. Redesign website—done
5. Increase use of Sharepoint for file sharing –done
6. Implement Quickbooks Online—done
7. Implement Adobe Suite for marketing—done
8. Expand grant writing—increase in grants, can continue to expand
9. Review and update Financial Plan for stability and strategic goals—next year

### **2018-19 Goals**

1. Board and staff review of strategic plan and goals
2. Complete policy review
3. Complete financial plan
4. Implement planning of renovation of Suzanne Patterson Building
5. Reach half-way point on Campaign
6. Continue search for funding opportunities
7. Succession planning

Susan W. Hoskins LCSW  
Executive Director

## Programs & Attendance Statistics 2017-18

### Health & Fitness 178

Chair Exercise	19/twice weekly
Chair Yoga	27
Early Bird Aerobics	16/daily
Aerobics (Rec. Dept)	37/3x wk
Table Tennis	64/ 3x wk
Yoga	15

### Education & Enrichment 502

Art with Christina	16
Art with Hannah	11
Cosmology	23
Drawing with Alex	17
Memoir Writing	12
TED talks	117
Word Play Poetry	12
Writing Your Life	15
Technology Lab (2x wk)	136(3 mo)
Technology Classes	
Android (4)	40
Intro iPad (3)	6
More iPad (3)	7
Video Chat (1)	7
Word (2)	16
Email Basics (1)	13
Operating Systems (2)	19
Transportation Services(1)	12
Gadget Superlab (2)	23

### Social/Recreational 686

Games: Social Bridge	44
Duplicate Bridge	358
Mah Jongg	15
Scrabble	8
Movies – monthly	65 (10-45/mo)
Opera Videos	25 (10-15/wk)
Summer Film Festival	124 (9/wk)
Documentary Films	47

### FYI Seminars (593)

Concierge medicine	23
Joint therapy/replacement	17
Housing Options	8
Ride Services	18
How to talk to your Doctor	17
Holidays With Alzheimer's	7
Cardiovascular disease	33
Medicare	21
Memory Issues	49
Urinary Incontinence	42
Stress Management	29
Medical Testing	12
Small Changes Make a Big Difference	7
Parkinson's	30

How to hire help at home 28

Home Care	101 27
Vegan/Vegetarian Diets	17
Senior Living Options	32
Every Body Walk	14
Managing Dementia Behaviors	22
Treating GERD	10
Pain Education	16
Life Longevity & Volunteerism	18
Practical Strategies for Caregivers	11
Making Your Home Age Friendly	20
Feldenkrais	33
Non-Surgical care of spine and joints	34
From Stress to Vitality	22
Breast Health	5

### Evergreen Forum (lifelong learning) 1156

#### Instructor party 35, Annual Meeting 78

Advances in Medicine	America in the 2000s
American Musical Theater	America's Revolutionary Tempest
American Political Novels	Appreciating Opera
Art, Anarchy, Enigma - Dreams	Artistic Life of Birds
Art of the Sonnet	Billy Wilder: An American Master
Asian Shorts: Contemporary	Building Acceptance of Diversity
Civil Liberties in Trump Era	Contemporary Chinese History
Contemp. Business & Economics	Cosmology
D.H. Lawrence & Life's Intensity	Dante: Paradiso
Films of the Sixties	Faces & Figures Through Time
From Periphery to Mainstream:	Folk Music Revival
Women Artists & Artists of Color	Great Decisions
Genetics	Introduction to Meteorology
Geographical Links	Japanese Art
Gritty 20 <sup>th</sup> Century English Fiction	Journey of Proud & Contributing
Ice Age Art	African Americans in Princeton
Psychology & Criminal Justice System	Leonard Bernstein at 100
Judicial Decisions	Making Sense of the Economy
Lesser Known French Opera	Miss Brooks-Gwendolyn Brooks
Lessons from Science & Tech.	Moby Dick
More Plays off the Page	More Shakespeare off the Page
Shakespeare's Lovers	O Henry Prize Stories: 2017
Stories of Gabriel Garcia Marquez	People & Stories: Power of Words
Sounds of the 1960s	Science in the News
Understanding Islam	Search for Authority -Western Religions
Vampires & Mad Scientists	Shakespeare & Love
Voice of Art	Topics in Human Evolution
	Two by Louise Erdrich

Financial Assistance- 8 assistance grants for \$350 and 19 instructor waivers =\$1590

### Single Session Special Programs-no fee

#### Art Shows:

Rita Styne Strow	45
TCA Team	50
Student-Migrations	75
Hugh Wilson	30
Student Spring	20
GrandPals Photos	

Health Fair/Flu Shots	250
Fall Conference - Technology	184
Holiday Party	156
Healthcare decisions (2)	15
Brad Borkan book	33
Posture Screenings	27
Book Discussions (2)	16
Then & Now Growing up Black	50
CPR workshop	10
Coming of Age video	97
John Leland-Happiness	80

**Limited Length-fees**

Mindfulness – 3 sessions	23
Greeting Card crafting	5
Migration Stories – 4 sessions	5

**Engaged Retirement**

Groups: Transition to Retirement, Women in Retirement, Men in Retirement	
Programs with Library:	
New to Medicare -30	
Transition to Retirement – 57	
Downsizing/Organizing – 68	
Legal & Estate Planning – 65	
Family Caregiving – 15	
Healthcare Decisions – 17	
Volunteering - 23	

**Fund raising programs**

Second City	680
Ice Age Art	40
Rago	65
VIP reception	100

**Support & Guidance – Partners in Caring**

Contacts	<b>3924</b>
Assessment	13
Information & Referral	1867
Case Management	438
Counseling	358
Caregiver support	188
Benefit Assistance	46
Home visits	169

Adults 1062/ Seniors 2862  
 Female 3164/Male 760  
 Princeton 3427/Outside 497

Resource Library  
 Aging & Caregiver education  
 Management of benefits and donations: Farmer’s Market  
 Coupons, Holiday baskets, Holiday gifts, concert and theater tickets, blizzard bags, plants.

**Assistance Programs & Services**

AARP Tax Assistance	124
Food Stamps/PAAD	4
SHIP (Medicare)	50
Medicaid	5

Memory Screening	8
Healthcare Decisions	13
Farmers Market vouchers	17
Gift Donation distributions	350
(Brunch @ Home, Italian Women’s Club, P.U. Dining, Bank of America/Merrill Lynch)	
Comcast assistance	1
Concert tickets	157
Blizzard Bags	50
Socials	257
Other	42

**Crosstown Transportation**

Active registered riders	604
New registrations	81
Rides- year	6711

**Support and Social Groups** **578**

Bereavement	67
Widows & Widowers	25
Caregivers	21
Children of Aging Parents	19
Grandparenting	20
Knit Wits	16
Let’s Talk	22
Global Conversation (SC)	12
Global Conversations (RC)	4
Men In Retirement	128
Transition to Retirement	52
Senior Club	10
Women in Retirement	182

**Volunteers** **376**

GrandPals (with children in 4 schools- 15 classes) 127 with 300 children	
Orientation 93, Luncheon 82	
HomeFriends	24 matches
Instructors	20
EF Instructors	32
EF Steering Committee	17
Board members	20
Office Assistants	23
Tech Lab	14
IT	2
Tax Aides	6
SHIP	1
Development	22
Holiday party	23
Fall Conference	27
Flu-Health	18

Volunteer Groups:	Italian American Club
Stony Brook Garden Club	Bloomberg
PU Students + PACE	BOA/Merrill Lynch
Home Care Assistance	J&J-Janssen
PU Dining Services	Stuart School
Girl Scouts	Jersey Cares
ROTC Candidates	Princeton Newcomers
Dental Cares of Princeton	Stuart School
Princeton High School	Project Linus

Corner House  
Princeton Cross Culture Education Services

Women in Retirement

**Staff:** 6 Full Time, 9 Part Time  
Independent Contractor Instructors: 13

### **Publications**

Community Resource Guide online  
380 Monthly Print Newsletter  
2972 weekly e-News subscribers  
PSRC Website: princeton senior.org  
Facebook, Twitter, Burbio  
E-blasts

### **Presentations**

Women's College Club  
WWFM  
Princeton Council  
Princeton HealthCare  
Arm & Arm  
Women In Retirement

### **Community Involvement**

Princeton Age Friendly Community Task Group  
Princeton Transit Committee  
Community Without Walls  
New Jersey Foundation for Aging Conference  
Caring Connections  
Municipal Management Team  
Princeton Healthcare Geriatric Advisory Council  
Mayor's Wellness Campaign  
Conversations of a Lifetime  
Welcome America - Princeton  
Mercer-Princeton Executive Director's Collaborative  
AARP Livable Communities

### **Collaborative Partners -organizations and businesses that helped with programs**

Acorn Glen  
Alzheimer's Association  
Alzheimer's New Jersey  
Atrium  
Bank of America-Merrill Lynch  
Bill's Bridge  
Bloomberg  
Buckingham Place  
Capital Health  
Digital Doc  
Drexel University – Jill Farmer  
Family Guidance Center – SHIP  
Gentle Chiropractic  
Greater Mercer TMA - Ride Provide  
Homewatch CareGivers  
Hugh Wilson  
Ivy Rehabilitation  
Jaclyn Boon - Feldenkreis  
John George PhD  
Lifetime Home – Linda Madani  
Lyft  
Marianne Cavallero

Mayor's Wellness Campaign  
McCaffrey's  
McCarter Theater  
Mercer County Nutrition Program  
Merwick Care Center  
Morven  
Municipality of Princeton  
Natural Order – Ellen Tozzi  
New Jersey Healthcare Quality Institute  
Oasis Senior Advisors  
Organize and Maintain-John Odalen  
Presbyterian Church of Lawrenceville  
Princeton Care Center  
Princeton Community Housing  
Princeton Friends of Opera  
Princeton Health Department  
Princeton HealthCare Systems  
Princeton Housing Authority  
Princeton Lifestyle Medicine  
Princeton Medical Institute  
Princeton Public Library  
Princeton Public Schools  
Princeton Recreation Department  
Princeton Spine & Joint Center  
Princeton Symphony Orchestra  
Princeton Theological Seminary  
Princeton University  
Princeton University Concerts  
Pro Bono Partnership  
Progressions Physical Therapy  
Right At Home  
Senior Club of Princeton  
Stony Brook Garden Club  
Sustainable Princeton  
Theia Senior Solutions  
Van Dyck Law –Fiona Van Dyck

### **Foundation Grants**

Bloomberg  
Bunbury  
Curtis W. McGraw Foundation  
David Mathey Foundation  
Dorthea VanDyke Mclean  
Janssen  
Nordson Foundation  
PNC  
Rummel Foundation  
Sands Foundation  
Unitarian Universalist Congregation Princeton  
Wellcare

### **Annual Sponsors**

Acorn Glen  
Artis Senior Living  
Buckingham Place  
Homewatch Caregivers  
McCaffrey's Markets  
Merwick Care & Rehabilitation-Windsor Healthcare  
Oasis Senior Advisors

8/13/2018



Penn Medicine-Princeton Health & Homecare  
Progressions Physical Therapy  
Synergy Home Care  
Team Toyota of Lawrenceville  
Tranquil Transitions  
Van Dyck Law

**Corporate Sponsors of Events**

AARP NJ Office  
Atrium Post-Acute Care  
Bear Creek Assisted Living  
Brandywine Senior Living LLC  
Buckingham Place Adult Day Care & Home Care Services  
Clear Captions, LLC  
Cure Auto Insurance  
Hilton Management Group  
Homecare Assistance  
Independence Home Care  
Maida Mackler LLC  
Mercadien Group LLC  
Nightengale NJ  
Princeton Care Center  
Princeton Design Guild  
Princeton Eye Group  
Princeton Fitness & Wellness Center  
Princeton Portfolio Strategies Group LLC  
Saul Ewing LLP  
Silver Century Foundation  
Springpoint at Home  
Stark & Stark  
Wells Fargo Bank NA

**Advertisers:**

Alzheimer's Association of NJ  
Baxter Construction  
Borden Perlman Insurance  
Callaway Henderson Sotheby's Realty  
Community Without Walls  
Copperwood of Princeton/ Hillier  
Digital Doc  
Drinker Biddle & Reath LLP  
Finance of America Mortgage  
Greater Mercer TMA  
Independent Domain  
JZA&D  
McCarter Theatre  
Mrs. G's  
NJM Insurance  
Occasions by Cintron  
PNC Wealth Management  
Princeton Radiology  
Private Wealth Management  
SeniorBridge at Home  
Stifel Financial Planners  
The Bank of Princeton