



## FROM THE CEO, DREW DYSON

### National Senior Center Month

Dear Friends,

Every year, the National Council on Aging recognizes September as **National Senior Center Month**. In this year's letter to senior centers across the nation, NCOA recognized the significant growth of senior centers — in terms of reach and importance — in the midst of the last few challenging years. They wrote:

*This year, senior centers have grown a great deal... showing the entire nation how vital they are to the health and well-being of a community. You transformed your centers to virtual classrooms overnight and, in so doing, provided continued means of social engagement and activity during bleak times, turning the table on ageist stereotypes about older adults and technology use. You provided countless hours of support and encouragement. You became even more integral to healthcare delivery by providing COVID-19 guidance, vaccine education, and vaccine access for your members. And you played an outsized role in addressing an issue that we all knew was important even before the pandemic: social isolation.*

Here at PSRC, we have certainly experienced all that they identified and more! Our virtual shift led the way and we were highly sought out by senior centers across the country for advice on virtual programming. Now, we have become one of the first senior centers in the nation to create a learning environment that supports hybrid learning — creating spaces for those who want to return to in-person programming, as well as those who want (or need) to remain virtual participants. We have seen a significant increase in the number of participants in our programs, as well as those participating in various support and discussion groups. Our Vaccine Navigator program was a model throughout the state of

NJ and helped nearly 1,000 seniors receive their vaccinations.

It's been quite a few years – and we hope that you will join us in celebrating National Senior Center Month with a sense of pride and satisfaction! Together our staff, board, participants, donors, and friends — each and every one of YOU — help make PSRC a shining beacon of light in our community and a trend-setter across the nation. Thank you!

You may or may not be aware that PSRC, unlike 98% of senior centers in the state of NJ, is a community non-profit and not a municipal senior center. We have an outstanding partnership with the municipality of Princeton through a contractual agreement to support the residents of the municipality. At the same time, however, we rely on individual donors, community partners, corporate sponsors, and program fees for over 80% of our annual budget. As such, your philanthropic generosity fuels our work every day.

In the months ahead, I invite you to support our ongoing work in the following ways:

- Attend or sponsor our annual gala benefit on September 15, 2022, at our new facility at 101 Poor Farm Road. You can find detailed information in the newsletter or on the event page found here: [princetonsenior.org/2022fallbenefit/](https://princetonsenior.org/2022fallbenefit/)
- Participate in our campaign for our annual



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fund for the 2022–2023 fiscal year. You can respond to our fall appeal later this year or simply click [HERE](#) to donate now.

- Introduce a neighbor, friend, fellow congregant, or family member to the work of PSRC and invite them to join you for a group or class. The more people we connect with, the more our impact spreads throughout the region.
- Consider a legacy gift by including PSRC in your estate planning. With the added expenses of our new building, a legacy gift will ensure the continued success of PSRC for years to come. Learn more about the many ways you can include PSRC in your planned giving at [princetonsenior.plannedgiving.org](https://princetonsenior.plannedgiving.org).

This year, PSRC has also purchased and renovated our beautiful new building, the Nancy S.

Klath Center for Lifelong Learning, that we believe will be a community asset for years to come. In the coming weeks you will hear more about our community capital campaign to help us fully fund this project — and an exciting challenge grant that will enable you to double your impact!

This is indeed an exciting time in the life of PSRC. National Senior Center Month gives us a minute to pause, reflect on where we have been, and look forward together to the next phase of our journey. It also gives me an opportunity to simply say thank you to each and every one of you who plays a part in helping PSRC shine as we carry out our mission to help older adults thrive!

All the Best,  
*Drew A. Dyson, PhD*  
*Chief Executive Officer*