

ANNUAL REPORT FY2024



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INFORMATION@SENIORSFIRST.INFO



WWW.SENIORSFIRST.INFO

ABOUT SENIORS FIRST

Seniors First, The Shenandoah Area Agency on Aging is a non-profit organization serving older adults aged 60 and above in the Counties of Clarke, Frederick, Page, Shenandoah, Warren and the City of Winchester.

Mission: To foster the dignity, independence and security of older adults, persons with disabilities, and their caregivers by providing a variety of high-quality services and opportunities, promoting their continued contributions to the community, and enabling them to live at home for as long as safely possible.

MEET OUR TEAM

Board of Directors

Christy McMillin-Goodwin - Chair (Warren)

D'Ann Kenney - Secretary (Winchester)

Martha Watkins - Treasurer (Page)

Frank Cihlar (Shenandoah)

Eva Miller (Frederick)

Betsy Pritchard

Michael Overfelt (Page)

Steve Wood (Shenandoah)

Russell Mckelway (Clarke)

Advisory Council

Rhonda Zingraff - Chair (Shenandoah)

Scott King - Secretary (Winchester)

Donielle Palmer - (Frederick)

Lauren Gwinn - (Frederick)

Aaron Blight - (Clarke)

Anthony Crosen (Winchester)

Jay Arnold (Clarke)

Terry Byrne (Warren)

Seniors First Management Staff

Jimmy Roberts - Executive Director

Robert Haas - Director of Transportation

Marsha LeBrecht - Director of HR & Senior Center Operations

Manuel Ferradas - Director of Care Management

Cindy Donaldson - Director of Finance

Greg Stockton - Director of Development

2024 HIGHLIGHTS IN PICTURES



**69,179 MEALS
DELIVERED TO
HOMEBOUND SENIORS**



**7,134 ONE-WAY TRIPS
TO MEDICAL
APPOINTMENTS VIA
WELLTRAN**



**9,576 CONTACTS WITH
INDIVIDUALS FOR
INFORMATION &
REFERRAL SERVICES**

SERVICES

Senior Centers ▪ 27,040 warm, nutritious lunches were provided. The Centers also provided various programs including exercise classes, nutrition education, healthy aging information, health education programs, socialization, music, trips, etc. 15,620 trips brought participants back and forth from their home to the Centers.

“Meals on Wheels” ▪ 69,179 meals were provided five days per week to homebound older residents. The meals are prepared at the Senior Centers (contracted in two locations) and delivered to the homebound individuals’ homes.

Respite Care ▪ 2,236 hours of respite care for Alzheimer’s and dementia clients were provided. Respite Care is provided by Seniors First through the Adult Care Center in Winchester.

Personal Care & Homemaker ▪ 4,939 hours were provided to homebound individuals. Personal care includes help with grooming, transferring, hygiene, etc. Homemaker services include help with light housekeeping, laundry, clean-up, etc.

Information and Referral Assistance ▪ 9,576 responses to requests were provided for older persons, their caregivers, employers, and/or professional providers of aging services.

WellTran ▪ 7,134 trips were provided to non-emergency medical appointments. Rides are available Monday through Friday with advance scheduling. Under a grant, the fee is kept low for low-income seniors and persons with disabilities.

Insurance Counseling ▪ 310 insurance one-on-one consultations were provided. Certified Insurance Counselors help seniors with information on insurance options including prescription coverage, research into eligibility, and help with documentation or paperwork. VICAP Insurance Counselors were able to save individuals thousands of dollars in premiums and prescription costs by comparing Part D options during Medicare’s Open Enrollment period.

Long-Term Care Ombudsman ▪ The Ombudsman serves as an advocate for residents of long-term care facilities by investigating complaints. In addition, the Ombudsman provides training and consulting assistance to local long-term care facilities and staffs.

FINANCIAL REPORT

Revenues

Federal Government	\$1,948,451
State Government	\$857,204
Local Governments	\$308,300
Contributions & Grants	\$106,176
Client Fees	\$56,464
Other	\$70,518
Total Revenues	\$3,347,113

Expenses by Services

WellTran	\$398,678
Homemaker	\$169,626
Personal Care	\$87,869
Care Coordination	\$112,307
Public Information & Education	\$6,092
Information and Assistance	\$58,857
Transportation	\$260,208
Congregate Meals	\$619,993
Meals on Wheels	\$875,452
Socialization/Recreation	\$52,317
Legal Assistance	\$8,622
Ombudsman/Elder Abuse	\$43,599
Respite Services	\$82,288
Matter of Balance	\$9,482
Nutrition Education	\$6,418
Virginia Insurance Counseling & Assistance Program	\$45,305
MIPPA	\$37,302
Senior Medicare Patrol	\$9,750
Other (Management, Fundraising, etc.)	\$90,527
COVID	\$123,310
Total Expenditures	\$3,506,247



SELECT 2024 GRANTS & GIFTS



- Maude I Woodyard Trust - \$10,000
- Andersen Corporate Foundation - \$5,000.00 for Nutritional Support in Page County
- Beazer Charity Foundation - \$5,000 in support of Clarke County Senior Center
- Shenandoah Community Foundation - \$4,000 to Home Delivered Meals
- The Community Foundation of the Northern Shenandoah Valley - \$1,500.00 toward Meals on Wheels
- Braddock Street United Methodist Church - \$4,400
- Luray Rotary Club gave \$2,000
- Loyal Order of Moose #829 gave \$4,500
- Winchester Health & Rehab gave \$1758
- Lydia's Clothes Basket gave \$1000
- Woodstock Lions Club gave \$500
- Janet & Leonard Yang gave \$1000

SENIOR CENTERS



Frederick County Senior Center

Renee Carr, Manager
Monday-Thursday 9:30 a.m. – 1 p.m.
United Methodist Church
5291 Main Street
Stephens City, VA 22655
(540) 869-2444
fredericksc@seniorsfirst.info

Favorite activities at the Frederick County Senior Center include Sing-A-Long Bingo with Abby, Manicures & Massages with Angie & Diana and musical performances by Jim Green. In October, they experienced their first outing of the year at the Winchester TRIAD event, where they learned about frauds and scams targeting seniors.

Thanks to volunteers from Shenandoah Valley Westminster-Canterbury, volunteer Pala Shrader and Josh Wallace from Shaffer's BBQ for catering lunch for the seniors!



Warren County Senior Center

Misty Alger, Manager
Tuesday-Friday, 9:30 a.m. – 1 p.m.
1217 Commonwealth Avenue
Front Royal, VA 22630
(540) 635-8652
warrensc@seniorsfirst.info



The Warren County Senior Center is always bustling with activity - the seniors often play Bingo or dress up for special occasions, like National Beach Day. They enjoy music and stories most of all.

Thanks to Ryan Jewell for sharing his musical talent with the group and to Sheriff Butler and his staff, especially Lt. Robbie Seal, for spending time with the seniors!



Winchester Senior Center

Tina Landis, Manager
Monday-Thursday 9:30 a.m. – 1 p.m.
Winchester Parks & Recreation
1001 E Cork Street
Winchester, VA 22601
(540) 662-5433
winchestersc@seniorsfirst.info



Bingo, music and Tai Chi are favorites at the Winchester Senior Center. The group is fond of field trips to the Elks Lodge, Moose Lodge, or mall (where you may find one of our seniors and volunteers having a blast driving a scooter around)!

Thanks to Elks Lodge 867 for hosting and providing lunch for the seniors twice this year.

Clarke County Senior Center

Erica Owens, Manager
Tuesday-Friday 9:30 a.m. – 1 p.m.
Clarke County Parks and Recreation Center
225 Al Smith Circle
Berryville, VA 22611
(540) 955-3572
clarkesc@seniorsfirst.info



You'll always hear music at the Clarke County Senior Center, where participants love oldies from Patsy Cline. The seniors enjoy creating crafts, completing puzzles or playing Skip-Bo. On Memorial Day and Veteran's Day, the Senior Center hosted events to honor veterans.

Thanks to all the volunteers and community partners who work together to serve the older adults in Berryville and Clarke County!

Page County Senior Center

Amy Courtney, Manager
Monday -Thursday 9:30 a.m. – 1 p.m.
10 Second Street
Luray, VA 22835
(540) 743-1241
pagesc@seniorsfirst.info



When you walk through the doors of the Page County Senior Center, you'll likely meet Max, who just graduated from Therapy Dog Training in November 2022. He loves to play, cuddle, nap and make the seniors smile. Participants enjoy playing cards, listening to live music from Happy Times Music and taking field trips. Their favorite outing of the year was a special lunch at The Wood Grill.

Thanks to all the wonderful volunteers who help deliver meals, assist in the kitchen and lead the seniors in activities!

Shenandoah County Senior Center

Joe Babcock, Manager
Tuesday-Friday, 9:30 a.m. – 1 p.m.
First Baptist Church
116 Lakeview Drive
Woodstock, VA 22664
(540) 984-8811
shensc@seniorsfirst.info



Seniors at the Shenandoah County Senior Center enjoy making seasonal crafts and taking trips to farmer's markets, corn mazes and more. In the spring, they planted a garden and grew a variety of peppers and tomatoes.

Thanks to Shenandoah County Parks and Recreation for hosting the seniors at the Moose Lodge for Bingo!

