

Prime *plus* SENIOR CENTERS

2019 - 2020 Annual Report



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Mission Statement

To encourage and support seniors in the Hampton Roads area in their pursuit of social, emotional, physical, financial and intellectual wellness.



It sure has been a year for the books, so we thought we would put it in an Annual Report. We hope this message finds you well, in all senses of the word. **I want to begin by expressing my sincere gratitude to our donors, members, friends, supporters and volunteer leadership.** The staff of Primeplus used the COVID-19 shutdown time to rethink, re-engineer, evaluate purpose, and **PIVOT** the delivery of our comprehensive services and mission. While acknowledging the challenges due to COVID-19, the work of our Board, members, community partners, staff and volunteers gives me reason for hope.

In May 2020 Primeplus quietly celebrated our 52nd Anniversary, having closed due to COVID-19 on March 16, 2020 ... **a day I will never forget.** Prior to that day, the Board and staff leadership were in the middle of dreaming what a new beginning could look like for the next several years. Plans were being made and tasks were being assigned. An ad hoc Strategic Planning Committee of the Board had identified business strategies that would strengthen our financial stability and sustainability while expanding our scope of service. Things were looking up. **We had a plan!**

March 16, 2020, wasn't going to get in the way of that plan. The leadership was committed to creating a **safe, respectful and inclusive community** any way possible, and we did it. With ingenuity, support from donors, and a few grants, we went virtual a month later. Instructors used their phones at home, I learned how to Zoom and Facebook Live (thanks to my daughter, wife and Chantel), we hit the **"Social Media Airways"**. Of course, we had to let people know we were streaming and show them how. **Our community** is resilient. We showed that Primeplus has been relevant to all Hampton Roads seniors throughout this crazy year, and we will continue to thrive.

Primeplus is making unprecedented moves to remain that **safe, respectful and inclusive community**, and we will continue to protect our members during these COVID times. As we continue to navigate new challenges, we want to make sure you know that **we are open**, and we will continue to celebrate our future. Thanks for your support and all you do for seniors in Hampton Roads.

As always, stay safe and stay connected,



Bob Batchner
Executive Director

What a year it's been for Primeplus, and frankly, for all of us!

I'm thrilled to tell you that Primeplus has shown itself to be strong, resilient, and adaptable during these unprecedented times. We have managed with capable leadership to face the challenges of COVID-19 and overcome them, while never losing sight of our responsibility to keep those we serve engaged, healthy, and safe. For instance:

- When we couldn't hold in-person exercise classes, our faithful instructors, often from home, created YouTube classes so that our membership could continue to stay physically fit.
- Our Executive Director posted interviews with community specialists addressing issues of concern like loneliness, depression, and finding joy in the midst of difficulty.
- Since we could not have congregate meals which had often served as an important supplement for some members, we created food distribution opportunities for the community.
- Our incredible staff continued to create weekly fliers with tips and information that our members needed and could benefit from.
- We maintained regular contact with the families of our Adult Day Services members, working to provide support as they dealt with their loved ones at home

It is a true privilege to be associated with an organization that is so caring, connected, and creative. The importance of the work we do was really brought home a few years ago, when my 94-year-old father fell and broke his femur. Once he finished rehab and was home, with his mind intact but his body betraying him, it was obvious how much he missed being able to have stimulating social interaction. I would have given anything to have a Primeplus organization where he lived, where he could happily spend time discussing books, playing bridge, painting, having an audience for his jokes...simply enjoying his life.



Martha Raiss and her Father

I have full confidence that the outstanding leadership team at Primeplus who got us through the darkest days of the pandemic will continue to take us confidently into the future. We are not just surviving, we are thriving! We invite you to join us in our exciting journey.

Marty

Health & Wellness

- ❖ Tai Chi
- ❖ Aerobics
- ❖ Yoga (Chair, Yin & Gentle)
- ❖ Dance
- ❖ Zumba Gold Toning
- ❖ Balance & Agility
- ❖ Health Screening/Seminars
- ❖ Chair Exercises
- ❖ Ping Pong
- ❖ Pickleball
- ❖ Body Boot Camp

Computer Education

- ❖ Introduction to Computer Classes
- ❖ Laptop/Cell Phone one – on – one tutoring sessions

Socialization & Entertainment

- ❖ Coffee & Music
- ❖ Mah Jongg
- ❖ Cards: Bridge, Gin Rummy
- ❖ Puzzles



Arts, Crafts, Music

- ❖ Woodworking & Carving Studio
- ❖ Ceramics & Pottery Studio
- ❖ Drawing Classes
- ❖ Painting Classes (Acrylic & Sumi-e)
- ❖ Craft Club
- ❖ Quilting & Sewing
- ❖ Tidewater Arts Outreach Programs
- ❖ Senior Artfest Exhibit

Hobbies & Clubs

- ❖ Smart Money Investment Clubs

Support Group

- ❖ Bereavement Support
- ❖ Caregiver Support
- ❖ Emotions Anonymous Support

Services

- ❖ Adult Day Services Respite
- ❖ Curbside Food Pantry
- ❖ SSSEVA Congregate Lunch Program
- ❖ Information & Referral
- ❖ Volunteer Opportunities
- ❖ IRS Tax Preparation
- ❖ AARP Driver Safety Program
- ❖ Therapeutic Walking Garden





Primeplus is the premier center for Senior Services in Norfolk. Our organization employs a holistic approach to senior health. The Active Adult program boasts over 50 classes, including exercise, dance, yoga, games, arts and crafts, social activities and nutrition, all geared to give seniors the tools they need to live actively, independently, and to build a safe and healthy community. Membership options are available to all seniors in South Hampton Roads aged 50+ which includes:



- ✓ \$120 for a full year
- ✓ \$66 for six – months
- ✓ Free with an insurance supplement:
Silver Sneakers or Renew Active

Thomas, 89, was born and raised in New York, where he was a New York City Subway System electrician. Thomas and his wife Omega have been members of Primeplus Senior Centers for over 9 years, with Thomas visiting the Center 3 - 4 days per week. When Thomas is not participating in a fast and furious game of table tennis or pool, you will often find him exercising in our Stretch Flex & Tone Chair class every Tuesday and Thursday, a class which focuses on proper body alignment and core strengthening, promoting flexibility and overall wellness.



When Thomas first joined Primeplus in 2012, his mobility was severely limited, and his only means of getting around was a motorized wheelchair. The doctor diagnosed him with balance disorder of the inner ear, which made it extremely difficult for him to stabilize his balance without assistance. Initially, when he started the chair exercise class his only goal was to have fun and to be more active while in his wheelchair. Within two years of working out at Primeplus, he showed such huge improvements in his physical strength that he was able to “graduate” from his motorized wheelchair to walking with his walker. Thomas will tell everyone that he owes his success to his fitness instructor, who motivated him not only to work hard while in class, but to have fun while exercising.

W. Kay, 78 year old member at Primeplus who joined the Senior Center in 2018, was born and raised in Norfolk. Before COVID and a recent knee surgery, W. Kay participated in Zumba, line dancing, Yin Yoga, barre, and chair exercise classes every week. When Primeplus was forced to close during COVID, W. Kay was thrilled when she learned that the Center had started virtual zoom classes, which gave her a chance to see her friends and socialize with the instructors. She never missed a session. From her bedroom, she was able to do all the classes, even Yin Yoga if she laid on her bed. With her involvement in the virtual classes, she experienced improvement and increased mobility and flexibility which was imperative for her to

continue after her Physical therapy sessions ended. Just like W. Kay, many seniors formed new behaviors during this isolation period, and the virtual programs offered a safe environment for seniors to learn technology and apply it to their day-to-day activities.



Marshall, a native Norfolkian, has been an active member of Primeplus since 2010. This retired elementary teacher from Norfolk Public Schools actively participates at the Center, enjoying Tai Chi, Chair Yoga, and Chair One Aerobics. These classes have helped her be more flexible, increased her stamina, and achieved her personal goal of toning.

Marshall is a huge advocate for our agency, one whom we can always count on her to rally the troops for new programs or to lend a helping hand during our special events. Some of her volunteer duties include serving on the Board of Directions, participating in the Senior Center Council meetings, and teaching beginning and intermediate Tai Chi classes for Tidewater Tai Chi Center every Monday and Tuesday. Marshall's "Can do Spirit" is appreciated in our community and for that we are grateful to have her as member.



The Adult Day Services (ADS) is a state-licensed Veteran's Administration approved program for adults over the age of 45 with chronic conditions requiring daily supervision, such as Alzheimer's and dementia. Our licensed caregiver respite program operates each weekday.

This community-based service helps maintain the family unit and decreases the need for more costly institutional services. We also provide caregiver support groups to help family members cope with the daily struggles of caring for their loved ones.



Two great locations to serve you
Call 757.625.5857 to schedule an appointment!

Primeplus Norfolk

7300 Newport Ave #100, Norfolk, VA, 23505

Primeplus ME Cox - VA Beach

644 N Lynnhaven Rd., Virginia Beach, VA, 23452

Bud has always enjoyed coming to our programs and has become known as “DJ Bud” because he comes with his bags full of CDs to play for everyone. Through consistent engagement with others, he has learned which staff and participants like what type of music, so he does his best to play some of their favorites. After a bout of illness, Bud’s wife Beverly asked if we could encourage him to get up and walk more, including using weights. In response to the request, the staff gave him water bottles filled with sand, and he started using those for arm curls each time he was here. He also started walking around the whole building several times during each visit here.

Over time Bud built his strength back up; his wife was so happy to see him regain his stamina. Because of Bud’s positive attitude, we have had a couple of participants change the days they come to be here when Bud is here. That’s the kind of impact he has on his peers. With Bud happy and cared for at Primeplus, Beverly has more availability in her schedule to go to her bible study group, bring to harvest the oysters they grow, and work in their garden. On more than one occasion, Beverly has stated what a Godsend Primeplus has been to her.



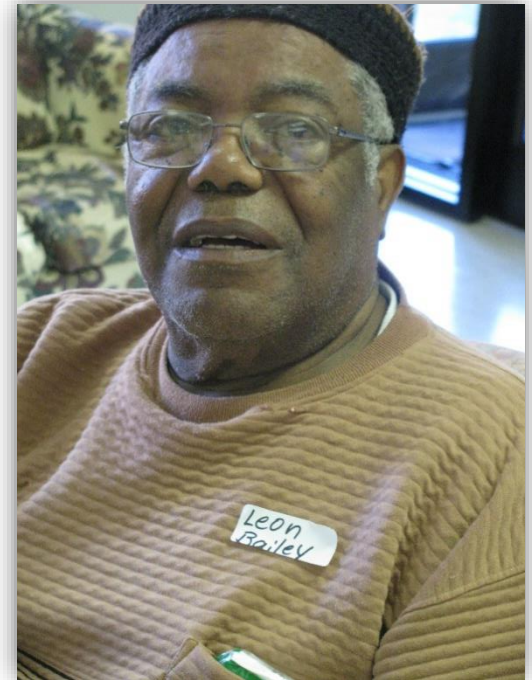
From Margarita's first time attending Primeplus, she made friends quickly. She is a very social, outgoing person who loves spending her time with other program participants. She loves to remain active throughout the day by taking walks and rarely sitting still. She even tried to teach the staff and fellow participants a little of her native language, Tagalog. She loves to play dominoes and share her lovely singing voice with others. After 2 months in our program, she had to leave temporary to stay with her daughter in Georgia. When Margarita returned to Virginia Beach and

got back to our programs at Primeplus, we were happy to witness her personality was still bubbly and outgoing towards others like she never left. Despite being away from the program for a few months, Margarita's daughter-in-law said, "I notice the difference in her personality because she always perks up here." Primeplus has always provided Margarita with a safe and comfortable place to be social.

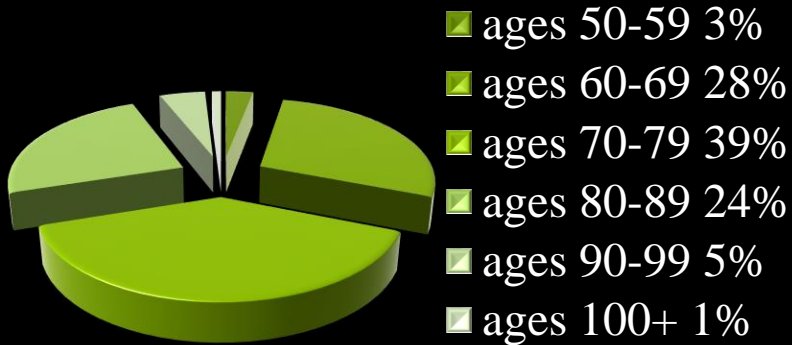


Reverend Leon came to Primeplus Adult Day Service because primary physician, recommended that Reverend Leon attend the Center after undergoing successful brain surgery. He liked the Center immediately. Reverend Leon felt as though he had found his true passion once again, socializing and working with people from all different backgrounds and walks of life. He stated, “I observed that the staff all took a personal interest in each person’s ability to adapt to each other. They have a very well-planned curriculum that gives everybody a chance to get involved in the games and activities planned each day.”

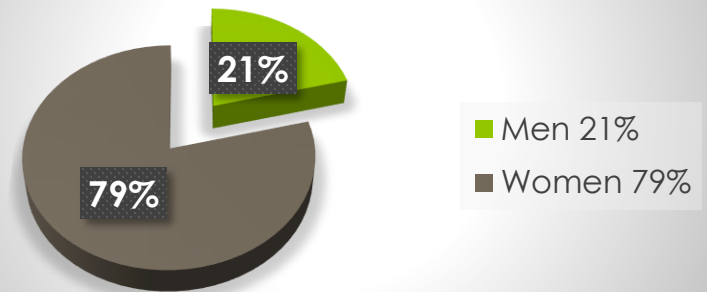
He liked that Primeplus gave nametags out each day because they were extremely helpful in getting to know each other. He also liked that the meals were well balanced at the Center, and that the chef explained why he serves certain types of food and why they must be prepared a certain kind of way to offer a well-balanced meal. He loved the staff’s idea that he should teach a group of men on Thursdays, and he was delighted to lead the group, which proceeded to grow larger every week. His company was always a pleasure, because he genuinely believed that Primeplus was an excellent part of his life.



Participant Ages

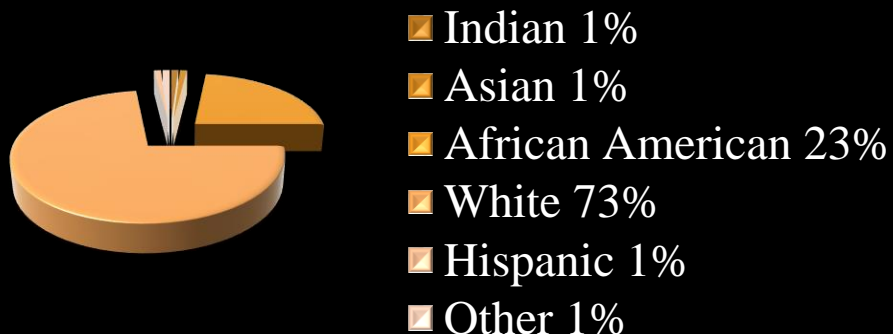


Participant Genders



- Primeplus Active Adult programs had a total of **16,691** attendees in FY2020.
- Primeplus Adult Day Service had a total of **63** participants that resulted to **19,423** hours of respite care.

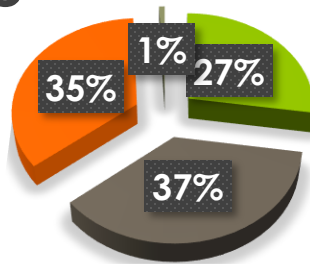
Participant Race & Ethnicities



Programs, collaborative partnerships and a focus on evidence-based activities will lead to a more inclusive community.

*All data was collected during the Fiscal Year 2020 Audit
(10/1/2019 – 9/30/2020)*

Total Revenue



- Program service fees (\$275,394)
- Contributions (\$368,155)
- Grant revenue (\$353,070)
- Other (\$7,936)

Primary Expenses



- Total program service expenses (\$758,330)
- Total management and general expenses (\$126,815)
- Total fundraising expenses (38,342)

Primeplus fiscal year ended September, 30, 2020. Over 82% of all expenses were for direct programs and services. All fiscal information was obtained from the auditor's financial review.



ANGELS (\$1,000+)

- ❖ Marie Callaham
- ❖ Gail Clark
- ❖ Bernard Cohen
- ❖ Stuart T. Davis, Jr.
- ❖ E.C. Wareheim Foundation
- ❖ Friends of Primeplus (Anonymous)
- ❖ Hampton Roads Community Foundation
- ❖ John Harris
- ❖ Helen G. Gifford Foundation
- ❖ Lawrence I'Anson
- ❖ Roger Johnson
- ❖ Stephen Jones
- ❖ Dr. Mark Kerner
- ❖ Klebanoff Family Partnership, LP
- ❖ Lions Club of Norfolk Foundation
- ❖ Raymond Lyall
- ❖ The Honorable Joseph Massey
- ❖ Marshall McCorkle
- ❖ Donald & Sara Miller
- ❖ The Miller Oil Foundation
- ❖ Debora Mosher
- ❖ Norfolk Arts Commission
- ❖ James R. Parrish
- ❖ Queen of Virginia Skill & Entertainment LLC
- ❖ George & Martha Raiss
- ❖ Mary Jo Rothgery
- ❖ Senior Corps
- ❖ Senior Services of Southeastern VA
- ❖ Sentara Healthcare
- ❖ The Treasure Shop
- ❖ Thistle Foundation of Hampton Roads Community Foundation
- ❖ Eric and Janet Thompson
- ❖ United Way of South Hampton Roads

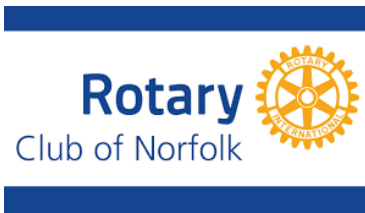
PATRONS (\$500 - \$999)

- ❖ Warren Aleck
- ❖ William Davis
- ❖ John Eck
- ❖ Friends of Primeplus
- ❖ Dr. Fred Given, Jr.
- ❖ Paypal Giving Fund
- ❖ The Cimminio Family Charitable Fund
- ❖ Micah Hall
- ❖ Thomas McFeely
- ❖ Howard & Rosa Randolph
- ❖ Dr. Orren Rayford
- ❖ Dr. Winston & Eunice Whitehurst



FRIENDS (\$100 - \$499)

- | | | | |
|-------------------------|--------------------------|--|-----------------------------|
| ❖ Guzin Akan | ❖ Margaret Cordovana | ❖ Christine Kroetsch | ❖ Faye Pyles |
| ❖ Paula Alperin | ❖ Richard Dodson | ❖ Gary Lavender | ❖ Dominique Randolph |
| ❖ Fred Archer | ❖ Timothy Dolan | ❖ Nancy Lazon | ❖ Mabel Robinson |
| ❖ Peggy Barringer | ❖ Ted Drake | ❖ Tyler Leinbach | ❖ Jennifer Rossentini |
| ❖ Bob & Juliene Batcher | ❖ Elizabeth Duron | ❖ Jean Major | ❖ Laurita Sampson |
| ❖ Frances Benson | ❖ James Edmonds | ❖ Anne Maloney | ❖ Carolyn Sands |
| ❖ Evelyn Bean | ❖ Bernard & Lois Einhorn | ❖ Sherrie McCloud | ❖ Brandi Smitth |
| ❖ Andrea Bear | ❖ Facebook Friends | ❖ Oriana McKinnon | ❖ Diane Spellberg Schneider |
| ❖ Faye Belgrave | ❖ Malcolm R. Fortson | ❖ John McLemore | ❖ Lawrence Steingold |
| ❖ Charles Bell | ❖ Judith Frank | ❖ Kate Melhuish | ❖ Ray Stencil |
| ❖ Ann Bolen | ❖ Friends of Primeplus | ❖ Margie Mitchell | ❖ Charles Vogan |
| ❖ Dr. Richard Brown | ❖ Martha Gorman | ❖ Robert Mitchell | ❖ Janis Weisberg |
| ❖ Wayne and Carol Buck | ❖ Dorothy Grandstaff | ❖ Jane Nohava | ❖ Kathryn Whitson |
| ❖ Katherine Cain | ❖ Joan Griffey | ❖ James O'Brien | ❖ Patricia Wilbourne |
| ❖ Charles Chamberlayne | ❖ Lee Hall | ❖ Ocean View Democratic
& Social Club | ❖ Betsy Williams |
| ❖ Alice Clarke | ❖ Christine Hebert | ❖ Carol Pariser | ❖ Crystal Willis |
| ❖ Lorna Cochrane | ❖ Douglas Hughes | ❖ Emily Peltz | ❖ GM Ziller |
| ❖ JoAnn Cook | ❖ Claus Ihlemann | ❖ Sandra Petrie | |
| ❖ Bettie Cooper | ❖ Mark Jones | ❖ George & Suzanne Pratt | |
| | ❖ Tom Kerns | ❖ Ann Prince | |
| | ❖ Marjorie Kidd | ❖ Guy Putman | |
| | ❖ Ronald Kledzik | | |



SUPPORTERS (Up to \$100)

- | | |
|--------------------------|-------------------------|
| ❖ Barbara Adams | ❖ Stanwood Dickman |
| ❖ Tonia Alford | ❖ Peggy Dileo |
| ❖ Amazon Smile | ❖ Alice Dixson |
| ❖ Joan Anderson | ❖ Verna Donaldson |
| ❖ Mary Barhydt | ❖ Richard Drumwright |
| ❖ Rita Barnes | ❖ Friends of Primeplus |
| ❖ Taya Barnett | ❖ Kyle and Billy Furr |
| ❖ Dawn Blair | ❖ Ruth Ellen Gans |
| ❖ Alan Bohache | ❖ Margaret Gantley |
| ❖ Billye Bowdoin | ❖ Catherine Gray |
| ❖ Peggy Bryan | ❖ Elizabeth Green |
| ❖ Beverly Burri | ❖ Gary Hammond |
| ❖ Margaret Carr | ❖ Christine Harrell |
| ❖ Gino Colombara | ❖ Nellie Herring-Webber |
| ❖ Shirley Confino-Rehder | ❖ Tabia Heywot |
| ❖ Mary Crouch | ❖ Francis Hilliker |
| ❖ Mildred Davis | ❖ Robert Hull |
| | ❖ Five Below, Inc. |
| | ❖ Michael Johnson |



NORFOLK
LIONS CLUB





SUPPORTERS (Up to \$100)

- ❖ Donald Jones
- ❖ Emily Kircheval
- ❖ Robert & Jackie Kirkman
- ❖ Kroger Shoppers
- ❖ John Kuehl
- ❖ Theresa Lawrence
- ❖ Jerry Lerman
- ❖ Diane Liedman
- ❖ Loretta Lynch
- ❖ Patsy Marsee
- ❖ Karen Marsee
- ❖ Linda Marshall
- ❖ Betty Martin
- ❖ Dorothy McGlone
- ❖ Mattie McKeithan
- ❖ Lillian McNeil
- ❖ James Mills
- ❖ Charlotte Moon
- ❖ Fran O'Connell
- ❖ Sandy Ogletree
- ❖ Karen Pappenhagen
- ❖ Robert Parsons

- ❖ Paypal Donations
- ❖ LeDra Price-Dew
- ❖ Chantel Randolph
- ❖ Iva Robinett
- ❖ Renee Robinson
- ❖ Patricia Sachon
- ❖ Loyce Seth
- ❖ Lois Spotten
- ❖ Eileen Stouter
- ❖ Lucy Taylor
- ❖ Helen Thomas
- ❖ Tivity SilverSneakers
- ❖ Jo Anna Tremper
- ❖ Virginia Tupper
- ❖ Susan Vannice
- ❖ George Walker
- ❖ Larry Walker
- ❖ Berline Waterfield
- ❖ Eleanor Wilhoite
- ❖ Cynthia Wilkins
- ❖ Kathleen Williamson
- ❖ Joseph Wilson

- ❖ Rosa Wilson
- ❖ Alene Wisnevsky
- ❖ Barbara Woolard
- ❖ Muhammad Zafarullah



1,301 returns prepared in 2020

Executive Committee

Martha M. “Marty” Raiss
President

Mary Jo Rothgery
President Elect

Stephen M. Jones- C.P.A
Treasurer

Jennifer Rossetini
Secretary

James R. Parrish- C.P.A
Immediate Past President

Non-Officer Directors

William Davis, USMC, Ret.
John Eck
Marshall McCorkle
Janet Thompson

Directors

Marc Cimmino
Bernard S. Cohen
Shirley Confino-Rehder
Joel English, Ph.D.
Nancy Greene, Ph.D.
Micah C. Hall
Hon. Joseph Massey
Margie W. Mitchell
Debora Mosher
Irene O’Brien
William Park, L.C.S.W
Robert Parsons
George Pratt, Ed.D.
Dean Rogis
Danica Royster
Xihe Zhu, Ph.D

Directors Emeritus

Donna F. Bortell
CDR. R. Malcolm Fortson
Mr. Leslie H. Friedman
Fred T. Given, Jr. M.D.
William W. Gough, M.D.
Lawrence W. I’Anson. Jr.
Dr. Winston Whitehurst, Sr.

Administrative Staff

Bob Batcher
Executive Director
Chantel Randolph
Director of Operations
Virginia Cannon
Accounting Specialist
Sandra White
ADS Director
Lisanne King – Rogers
Marketing & Operations Director

- ❖ AARP
- ❖ AFLAC
- ❖ Alzheimer's Association, Southeastern Virginia Chapter
- ❖ Centura College
- ❖ City of Norfolk
- ❖ City of Virginia Beach
- ❖ Comfort Keepers of Virginia Beach
- ❖ Cosmopolitan International
- ❖ Department of Veterans Affairs
- ❖ EC Wareheim Foundation
- ❖ Foodbank of Southeastern Virginia
- ❖ Food Lion
- ❖ Hampton Roads Community Foundation
- ❖ Hampton Roads Venture, LLC
- ❖ Norfolk Arts Commission
- ❖ Norfolk Host Lions Club
- ❖ Norfolk Taskforce on Aging
- ❖ Old Dominion University
- ❖ Rotary Club of Norfolk
- ❖ Senior Services of Southeastern Virginia

- ❖ Sentara
- ❖ Thistle Foundation
- ❖ Tidewater Tai Chi
- ❖ Towne Bank
- ❖ Treasure Shop –Naval Station Norfolk
- ❖ UBS
- ❖ United Way of South Hampton Roads
- ❖ USAA
- ❖ Virginia Stage Company
- ❖ Virginia Beach Taskforce on Aging
- ❖ Visiting Angels



- ❖ Become a Primeplus partner, donor, volunteer or member.
- ❖ Sponsor a membership for an underserved senior
- ❖ Fund a much-needed fitness class or art program.
- ❖ Host fundraiser or Friend-raising event on behalf of Primeplus .
- ❖ Sign up for the Primeplus electronic newsletter on our website.

**Primeplus Mailing Address**

Phone: (757) 625-5857 x110
Address: P.O. Box 9302
Norfolk, VA 23505
EIN: 54-1118218

Social media

- ❖ Facebook: @AskPrimeplus
- ❖ www.primeplus.org

Address and Hours of Operations

- ❖ 7300 Newport Ave #100, Norfolk, VA, 23505
- ❖ 644 N Lynnhaven Rd., Virginia Beach, VA, 23452
Monday – Friday 9:00 a.m. to 4:00 p.m.

Primeplus depends on the support of our community partners, members and friends. Here are just a few options for YOU to help:

- Cash/Check monetary donations
- Qualified charitable distributions: Gifts from your IRA after 70 ½ years.
- Gift-appreciated assets: Stocks, real estate, private businesses.
- Testamentary gift: Name Primeplus as a beneficiary of your estate.
- Donor-advised funds: Recommend prime plus as a grant recipient.
- Public/Private Foundations: Make a grant to Primeplus.
- Charitable Trust: Name Primeplus as an income or remainder beneficiary.
- Virginia Neighborhood Assistance Programs Credits/Nap Credits: Make a 65% qualified donation of cash or marketable securities directly to Primeplus.
- Endowed Giving: Make a permanent, self-sustaining source of funding for Primeplus.



"Dreams are renewable. No matter what our age or condition, there are still untapped possibilities within us and new beauty waiting to be born." - Dale Turner