

Current Reality: WCCA Senior Services operates two congregate meal sites, a liquid nutrition program and delivers meals to the home bound of southern Transylvania County. WCCA operates the Tiger Town Thrift Store to help support senior services programs. WCCA is currently the only provider of congregate meals in Transylvania County. Other nutrition providers in Transylvania County include Meals on Wheels and Sharing House. WCCA currently serves 103 clients and partners with Land of Sky and Lake Toxaway Charities for funding, volunteer events and outreach.

OAS Goal #1 – Evaluate the existing and future needs of Senior Services in Transylvania County				
Expected Outcomes	Lead	Strategies for 2020-2022	How/When will we measure success?	Deb Haight August 2021 Updates
<ul style="list-style-type: none"> WCCA Board members will be able to confidently articulate the Senior Services that WCCA offers and make programming decisions 	Deb Haight	<ol style="list-style-type: none"> Establish or collaborate with an existing Senior Services Committee comprised of Board members, local citizens, clients and senior services providers. The Committee will be responsible for assessing service opportunities and making recommendations to the general Board. 	By 2023 the Committee will make a recommendation to the Board for changes to Senior Services program	Still a “work in progress”. There has been some discussion about establishing a Senior Services Committee. CoVID restrictions have made things more challenging.
<ul style="list-style-type: none"> WCCA will have a better understanding of the needs of Seniors in its market area 	Deb Haight	<ol style="list-style-type: none"> Project the future demand for WCCA’s existing nutrition services Articulate issues that create senior food insecurity Identify other area providers and services offered to maximize resources and avoid duplication of efforts 	By 2022 the Committee will have completed its data gathering and developed a comprehensive report to support recommendations for changes or	The Older Adult Services department has experienced some staffing changes in the past 2 years. 2 long term employees retired, giving us the opportunity to add new team members. The focus after over a year of CoVID related shut downs has been to revitalize our congregate programming. We participate in several “Aging Services” groups to discuss programs and avoid duplication of services. We also are members of

		<p>4. Partner with Senior Services providers in the community to administer a Senior Adult Survey to identify unmet needs (or utilize existing data to distill the information needed)</p>	<p>additions to existing services</p>	<p>the local Charity Tracker group. This allows us to list services provided and see what services have been given to folks requesting services.</p> <p>We received a WNC Bridge Grant to offer afternoon programming at our Quebec Center, modeled after our successful Silvermont Senior Center program. We did distribute a survey to seniors in the Quebec area to gauge interest in attending afternoon programming and what kinds of programming they would like. Computer skills and crafts were the highest rated activities.</p> <p>CoVID grant funding has enabled us to provide shelf stable meals to all of our meal participants at no cost and to provide supplemental foods for and from other community partners.</p>
<ul style="list-style-type: none"> • WCCA will identify funding and clearly understand the costs related to providing senior programs 		<ol style="list-style-type: none"> 1. Conduct a public awareness campaign to attract additional funding and volunteers 2. Ensure existing program costs are fully covered by grants and fundraising activities 3. Increase the profitability of the Thrift Store 4. Seek additional funding opportunities for new or existing services 	<p>By 2023 WCCA will have working knowledge of the demand for services for the next five years and an estimate of the public funding potential.</p>	<p>We have been actively documenting activities and sending updates to Terri Bowman for publication. We have also listed volunteer opportunities with AARP and other volunteer sites such as United Way. We have continued to participate in volunteer fairs such as the Lake Toxaway Charities Volunteer fair.</p> <p>Our new Bargain Hendo Thrift Store is already turning a profit after only 8 months. We have tried several different tactics to improve the profitability of Tiger Town and it is working. We were able to secure additional WNC Bridge Grant funding for a new afternoon program at Quebec.</p>

Current reality: Currently, 1 in 3 Transylvania County residents is over age 65. Transylvania County has a Council on Aging that acts solely in an advisory capacity. The local United Way closed in 2020. There is a Senior Services Task Force chaired by a County Commissioner. With the loss of some of these senior-focused safety net organizations in Transylvania County, seniors may not have a voice and are especially at-risk. WCCA could step into this void by evaluating opportunities for service expansion.

OAS Goal #2 – Explore opportunities for sustainability or expansion of services				Deb Haight August 2021 Updates
Expected Outcomes	Lead	Strategies for 2020-2022	How/When will we measure success?	
<ul style="list-style-type: none"> WCCA will continue to build collaborative relationships with other providers 	Deb Haight	<ol style="list-style-type: none"> Identify other senior services providers and meet with them to explore grant opportunities Work with Land of Sky to fill existing gaps Coordinate with the County and Apple Country Transit to explore opportunities for increasing access to transportation for meal sites and shopping 	By 2023 WCCA will have formed or strengthened 3-5 new working partnerships in Transylvania County	<p>We have increased our attendance at T. County Council on Aging Meetings. We joined the Senior Task Force Group and have become actively involved in Food Security Group. This has enabled us to share and receive information with community partners.</p> <p>We are members of the NCCARES360 group for both making and receiving referrals. Our partnership with Land of Sky has increased with them providing additional supplemental funding for food and supplies for special programs.</p> <p>T. County transportation has helped us deliver meals to homebound participants during the CoVID crisis and has just started providing transportation for shopping trips.</p>
<ul style="list-style-type: none"> WCCA will increase the number of volunteers and supporters for Senior 	Deb Haight	<ol style="list-style-type: none"> Partner with local colleges, faith communities, and business to obtain program volunteers Find sponsors for new classes and programs as needs are determined (technology skills, 	By 2023 WCCA will increase the number of volunteer and	We have started partnering with the local “Baptists on Mission” outreach group and have increased our

<p>Services in Transylvania County</p>		<p>CNA, financial sufficiency, MedAssist, crime prevention, fraud prevention, health literacy, education etc)</p>	<p>sponsorship opportunities by 10%</p>	<p>partnerships with folks associated with Lake Toxaway Charities. We have been offering technology classes based on surveyed needs and are scheduling fraud prevention, fall prevention and self-defense classes in the near future.</p>
<ul style="list-style-type: none"> WCCA will continue to provide sufficient access to food resources for at-risk seniors 	<p>Deb Haight</p>	<ol style="list-style-type: none"> 1. Improve the way we measure food insecurity in our clients at congregate meal sites and home delivered to ensure we are meeting our clients' needs 2. Establish tools for networking at-risk seniors with other resources in the community 3. Recruit additional clients, volunteers and staff 4. Develop a marketing plan for Senior Services 	<p>75% of participants in WCCA meal programs will report they have enough food to eat, with the number increasing by 2% annually 85% of viable program participants will be able to remain in their homes</p>	<p>With the abundance of food resources during CoVID, participants report that they currently have plenty of food. Approximately 3 % of our seniors have had to move into assisted living or in with family members, meaning 97% have maintained their living arrangements.</p>